

# SEMS Sdn Bhd Website

*Website URL: [www.SEMS.com.my](http://www.SEMS.com.my)*

*Category: Small Medium Industry (SMI)*

*Industry: Engineering*



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## Goals & Objectives

*In 2007, SEMS Sdn Bhd had the following goals and expectations from this website:*

- *Register domain SEMS.com.my and website hosting*
- *Create a corporate website that visitors will find useful and easy to navigate.*
- *Showcase the services.*
- *Track user activities and prepare meaningful reports for the business.*

*The client also would like to overtake their competitor's keyword ranking i.e. **heat sink malaysia**.*

*Their competitors are the following:*

- *[www.chaunchoung.com.my/](http://www.chaunchoung.com.my/),*
- *[www.ambdis.com.my/](http://www.ambdis.com.my/) and*
- *[www.elite-aluminium.com.my/](http://www.elite-aluminium.com.my/).*

# Result

We at ELITE WEB SOLUTIONS created a bespoke design for SEMS.com.my that looked attractive to the eyes.

We designed it in a way that it made it possible to easily access the website information with minimum click from the homepage.

The screenshot displays the SEMS.com.my website homepage. At the top, the SEMS logo is accompanied by the text "SEMS Sdn Bhd (Formerly known as Standard Engineering & Metal Stamping Sdn Bhd) Company No :- 450620-P". To the right are certification logos for SGS, UKAS, and STANDARDS, along with their respective numbers and dates. A navigation bar contains links for HOME, ABOUT US, SERVICES & PRODUCTS, and CONTACT US.

The main content area features a large banner with the slogan "Quality is a Way of Our Life" and an image of heat sinks. Below this, the "OUR SERVICES" section lists "HEAT SINK, INDUSTRIAL AUTOMATION & ROBOTS METAL-STAMPED PARTS, TOOLS & DIES".

On the left sidebar, there are two sections: "Custom Engineering" with a list of services including CAD/CAM Design, Tooling Design, Electronic & Mechanical Design, PLC Programming, Robotic Programming, Interface Engineering, Component Sourcing, and Project Management; and "Our Facilities" listing Precision Wire Cut, Precision CNC Milling, Power Press, Multi Spindle Tapping Machine, Shearing Machine, Lathe Machine, Surface Grinding Machine, and Welding & Cutting Machine.

The central "WELCOME" section includes a photo of a factory floor and text stating: "WELCOME to our company website! SEMS Sdn Bhd takes a pro-active approach to quality assurance. Quality is the physical and mechanical attributes of a finished product that meets the desired specifications for the end result or application. In order to stay committed to our promise, we practice below quality assurance methods to ensure maximum satisfaction to our customers." A "more" button is located below this text.

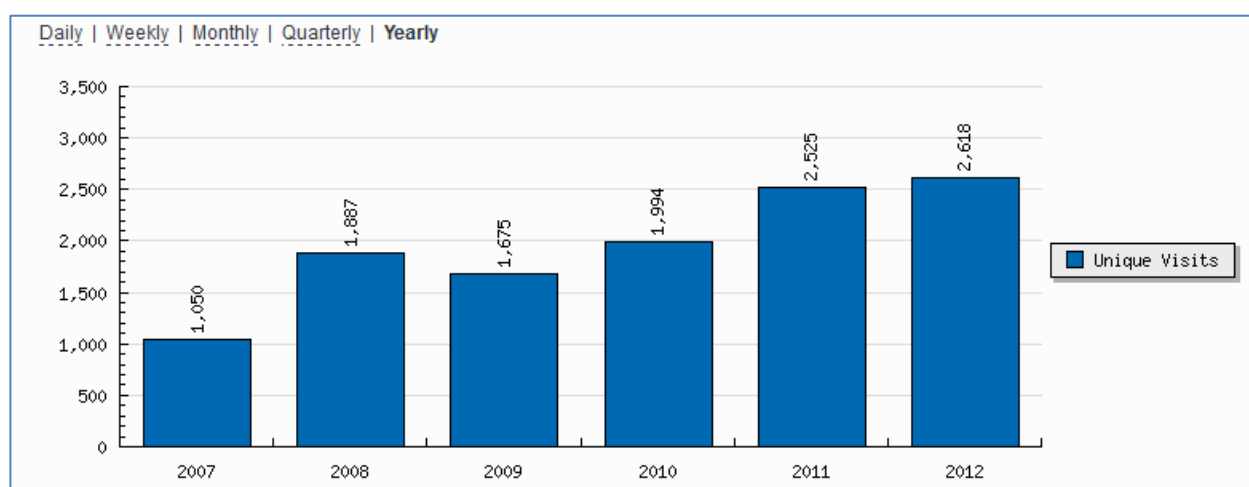
The "Main Product" section is divided into three columns: "HEAT SINK" (listing Rectifier & Transistor, Electrical & Automotive Products, and Progressive Stamp), "AUTOMATION & ROBOTS" (listing 100% Production Online Dimension Check & Data Retriever), and "METAL STAMPING" (listing Progressive Stamping & Products, and In-House Tooling Design Fabrication). Each column has a "more" button at the bottom.

The footer contains the copyright information: "© Copyright SEMS Sdn Bhd (450620-P) 56, Jalan Taming 7, Taman Taming Jaya, 43300 Balakong, Selangor, Malaysia." and the attribution "Site by Elite Web Solutions".

In terms of **Search Engine Optimization (SEO)**, Elite Web Solutions have successfully ranked the following keywords in Google.com.my.

1. **heat sink malaysia**  
It is currently ranked #1 in [Google.com.my](http://Google.com.my)
2. **metal stamping Malaysia**  
It is currently ranked #2 in [Google.com.my](http://Google.com.my)
3. **automation robots Malaysia**  
It is currently ranked #6 in [Google.com.my](http://Google.com.my)

In terms of **website traffic**, the visitors per year have increased each year. Last year their website has recorded 2,618 unique visitors.



SEMS.com.my is still engaged with Elite Web Solutions for after-sales support for **more than 6 years**.