

EcoGenn Website Revamp – Final Sitemap, Page Briefs and Designer Instructions

Overview

This document consolidates the proposed 17-page sitemap, page-wise content briefs, SEO pointers, and designer/developer instructions for the ecogenn.com revamp, based on the earlier scope document and a detailed review of the current EcoGenn web presence. It is designed to be shared directly with the designer and developer as the master reference for content and layout decisions.^{[1][2]}

EcoGenn is positioned as a full-cycle wastewater and water treatment partner, delivering Bio Septic Tanks, Sewage Treatment Plants (STP), Effluent Treatment Plants (ETP) and RO/Water Treatment Systems across Tamil Nadu, Puducherry and Bangalore.^{[2][3][^1]}

Final Sitemap (17 Pages)

Tier 1 – Core Pages (13)

1. Home
2. About EcoGenn
3. Our Technology (ABD Bio Septic + STP Technologies)
4. Sewage Treatment Plants (STP)
5. Bio Septic Tank Solutions
6. Effluent Treatment Plants (ETP)
7. RO & Water Treatment Plants
8. Products & Tanks (RCC / FRP / SS)
9. Microbial & Bio-Enzyme Solutions (PENEBIOTECH / EcoGenn products)
10. Project Scope & Engineering Capabilities (11-stage scope)
11. Projects, Clients & Case Studies
12. Blog & Resources
13. Contact Us & Enquiry Form

Tier 2 – Supporting Pages (4)

14. Applications & Sectors (Homes, Apartments, Hotels, Hospitals, Schools, Factories, Government/EPC)
15. Service Areas (Coimbatore, Chennai, Salem, Madurai, Trichy, Bangalore, Thoothukudi)
16. AMC & O&M Support

17. Downloads & FAQs (optional Careers section or link under About)

This compressed sitemap replaces the earlier 36-page plan while maintaining strong SEO coverage for services, cities and use cases.^{[1][2]}

Global Content & SEO Strategy

Positioning Statement

EcoGenn should consistently be described as a **full-cycle wastewater and water treatment partner** providing design, engineering, installation, commissioning, operator training, O&M and AMC services for Bio Septic, STP, ETP and RO plants.^{[3][2][^1]}

Primary SEO Themes

- Service + City + Application combinations (e.g., “sewage treatment plant in Coimbatore”, “bio septic tank for apartments in Chennai”, “industrial effluent treatment plant in Tamil Nadu”, “RO plant for factories in Coimbatore”).^{[2][3][^1]}
- Technology and benefit keywords (e.g., ABD bio septic, DRDO-based bio-digester, zero maintenance, zero energy, odor-free, safe water reuse).^{[1][2]}
- Compliance and norms (e.g., CPCB/TNPCB discharge standards, environment protection, pollution control, groundwater protection).^{[4][5]}

Internal linking should connect all core service pages (STP, Bio Septic, ETP, RO) with Applications, Service Areas, Project Scope, Blog and Contact.^{[2][1]}

Page-wise Briefs and Content Structure

1. Home

Purpose: Primary entry point, summarising EcoGenn’s capabilities and directing users to key service pages and the enquiry form.^{[1][2]}

Suggested URL and SEO:

- URL: /
- Meta title: EcoGenn - STP, Bio Septic, ETP & RO Plant Solutions in Tamil Nadu
- Meta description: EcoGenn designs, builds and maintains sewage treatment plants, bio septic tanks, effluent treatment plants and RO systems for homes, apartments, industries and institutions across Tamil Nadu and Bangalore.^{[3][2][^1]}

Sections:

- Hero (H1): From Design to AMC - One Partner for Your Entire Wastewater Project with short positioning paragraph.^[^1]

- Four core service cards: STP Solutions, Bio Septic Tank Solutions, Effluent Treatment Plants, RO & Water Treatment Plants (each card links to respective service page).^{[2][1]}
- Why EcoGenn (4–6 bullet points): DRDO-based ABD technology, patented aeration bio septic process, 1,000+ installations, zero-energy and zero-maintenance design, presence across Tamil Nadu and Puducherry.^{[2][1]}
- Service footprint: short text and city list (Coimbatore, Chennai, Salem, Madurai, Trichy, Bangalore, Thoothukudi) with link to Service Areas page instead of separate city pages.^{[1][2]}
- CTAs: “Get a Project Proposal” (Contact/Enquiry page) and “Download STP/Bio Septic Brochure” (Downloads page).^[^1]

Designer notes:

Use a clean, modern hero section with strong visuals of installations and tanks, plus iconography representing each core service. Ensure prominent CTAs above the fold and clear scroll cues towards service cards and enquiry form.^[^1]

2. About EcoGenn

Purpose: Build trust via story, mission, and footprint; connect DRDO technology transfer and track record.^{[3][2]}

Suggested URL and SEO:

- URL: /about-ecogenn
- Meta title: About EcoGenn – Wastewater & Water Treatment Experts in Tamil Nadu
- Meta description: EcoGenn is a full-cycle wastewater infrastructure partner delivering STP, bio septic, ETP and RO solutions with DRDO-based ABD technology for homes, institutions, industries and government projects.^{[3][2]}

Sections:

- Our Story: Founded in 2019, focus on eco-friendly wastewater solutions.^{[3][2]}
- DRDO Technology Transfer: TOT holder for ABD bio-digester technology; >1,000 installations across Tamil Nadu and Puducherry.^{[2][3]}
- Where We Operate: Tamil Nadu-wide presence plus key cities (as in Service Areas).^[^2]
- Our Clients: Residential, commercial, institutional and industrial segments.^{[3][2]}

Designer notes:

Use timeline/metrics blocks (projects, districts covered, years of experience) and DRDO/TOT badges where appropriate. Keep copy dense enough for credibility but visually broken into cards/columns.^[^2]

3. Our Technology

Purpose: Explain ABD bio septic technology and STP process options; highlight unique technical strengths.^{[1][2]}

Suggested URL and SEO:

- URL: /wastewater-treatment-technology
- Meta title: Our Technology - Aeration Bio Septic & Advanced STP Processes
- Meta description: EcoGenn combines DRD0-inspired ABD bio septic technology with advanced STP processes like MBBR, SBR, SAFF and MBR to deliver reliable, code-compliant wastewater treatment.^{[3][2][^1]}

Sections:

- ABD Bio Septic Technology: anaerobic bio-digestion, zero-energy, zero-maintenance, odor-free operation, safe water reuse.^{[3][2]}
- Aeration Bio Septic/Tank Design: M30-grade RCC construction, compact footprint, modular capacities (10, 20, 40 users etc.).^{[6][7][^2]}
- STP Technologies: MBBR, SBR, SAFF, MBR, ASP, FAB – brief descriptions and typical use-cases.^{[5][1]}
- Process Overview Diagrams: simplified PFD-style illustration showing influent, biological treatment, filtration and effluent reuse.^[^1]

Designer notes:

Use diagrams or infographics rather than long paragraphs wherever possible. This page can reuse or adapt existing technology visuals from ecogenn.in and existing marketing material.^[^2]

4. Sewage Treatment Plants (STP)

Purpose: Core sales page for STP design–build–operate–AMC offerings for apartments, commercial buildings, institutions and industries.^{[5][1]}

Suggested URL and SEO:

- URL: /sewage-treatment-plants-stp
- Meta title: Sewage Treatment Plants (STP) - Design, Build, Operation & AMC
- Meta description: EcoGenn designs, builds and maintains packaged STPs using MBBR, SBR, SAFF, MBR, ASP and FAB technologies for apartments, hotels, hospitals, factories and institutions.^{[5][1]}

Sections:

- STP Overview and Benefits: code-compliant treatment, reuse potential, pollution control, regulatory compliance.^{[5][1]}
- Design & Engineering: population load assessment, water consumption, influent parameters (BOD/COD), site constraints, technology selection.^{[5][1]}

- Civil & GA Drawings: tank layout and detailing fit for architect and TNPCB/local body submissions.^[^1]
- Process Flow & P&ID: stages from collection/equalisation to aeration, settling, filtration, disinfection, sludge handling.^{[5][1]}
- Equipment & Installation: STP modules, blowers, pumps, piping, diffusers, microbial products; installation workflow (excavation, placement, piping, restoration).^[^1]
- Testing, Commissioning, Operator Training: performance verification against discharge norms, on-site training for plant operators.^{[5][1]}
- O&M & AMC: structured support for long-term operation, periodic visits and performance monitoring.^{[4][1]}

Designer notes:

Use sectioned layout (accordion or cards) mirroring the 11-stage scope where relevant. Include at least one diagram or icon set to visually represent the treatment train.^[^1]

5. Bio Septic Tank Solutions

Purpose: Dedicated page for EcoGenn’s core ABD Bio Septic Tanks for residential and small commercial/institutional applications.^{[3][2]}

Suggested URL and SEO:

- URL: /bio-septic-tank-solutions
- Meta title: Bio Septic Tank Solutions – Zero-Power Sewage Treatment for Homes
- Meta description: EcoGenn’s ABD bio septic tanks provide odor-free, maintenance-light sewage treatment for homes, villas and small apartments without electricity or manual desludging, delivering safe water for reuse.^{[2][3]}

Sections:

- Introduction & Key Benefits: zero energy, zero sludge, odor-free, safe reuse, long-life RCC.^{[3][2]}
- How the System Works: anaerobic digestion, bacteria action, bio-enzymes, effluent reuse.^{[2][3][^1]}
- Capacity Options: example user-based capacities (10, 20, 40 users etc.) with typical use-cases.^[^2]
- Installation Process: excavation, tank placement, backfilling, inlet/outlet connections, commissioning.^{[2][1]}
- Performance & Warranty: design life, typical maintenance expectations and support options.^{[3][2]}

Designer notes:

Use clear imagery of installed tanks, before/after visuals and icons for benefits. Place a strong CTA for “Request Bio Septic Proposal” near top and bottom of page.^[^2]

6. Effluent Treatment Plants (ETP)

Purpose: New Tier 1 page targeting industrial customers requiring effluent treatment before discharge or reuse.^{[4][5]}

Suggested URL and SEO:

- URL: /effluent-treatment-plants-etp
- Meta title: Effluent Treatment Plants (ETP) - Industrial Wastewater Treatment
- Meta description: EcoGenn designs and operates effluent treatment plants for industries, treating process wastewater through physical, chemical, biological and advanced steps to meet discharge norms and enable reuse.^{[4][5]}

Sections:

- Why ETP is Essential: regulatory requirement (CPCB, state PCB), environmental protection, reuse potential, penalty avoidance.^{[4][5]}
- Industries Served: textiles and dyeing, food and beverage, pharma, chemicals, paper, metal finishing, manufacturing and other effluent-generating units.^{[4][5]}
- Typical ETP Treatment Stages: preliminary (screening, equalisation), primary (pH correction, coagulation–flocculation, sedimentation), secondary biological (activated sludge, MBBR etc.), tertiary/polishing (filtration, disinfection, RO).^{[4][5]}
- EcoGenn's ETP Design & O&M Approach: custom design based on effluent characteristics, space and reuse goals; structured O&M and AMC services.^{[5][1]}

Designer notes:

Use process diagrams and industry imagery (e.g., factory units, industrial pipelines). This page should visually feel more industrial than residential, with subtle color accents distinct from Bio Septic page.^[^4]

7. RO & Water Treatment Plants

Purpose: New Tier 1 page for RO systems and integrated water treatment solutions.^{[8][5]}

Suggested URL and SEO:

- URL: /reverse-osmosis-ro-plants
- Meta title: RO & Water Treatment Plants - High-Purity Water for Industry & Institutions
- Meta description: EcoGenn designs RO and water treatment systems that work with STP/ETP treated water or raw water sources to deliver high-purity process and drinking water for industrial and institutional users.^{[8][5]}

Sections:

- Role of RO in Projects: polishing treated effluent from STP/ETP, dedicated drinking/process water plants.^{[8][5]}

- Typical RO System Configuration: pre-treatment, high-pressure pump, RO membranes, permeate and reject handling.^[8]
- Applications: industrial process water, boiler feed, hospital and hotel drinking water, packaged drinking water, institutional systems.^[5]
- EcoGenn RO Services: design, installation, commissioning, operator training, membrane maintenance and AMC support.^[1]

Designer notes:

Use clean, water-focused visuals (clear water, RO skids, tanks) and emphasize purity and reliability. Layout can parallel ETP page to show a complete wastewater–water treatment solution chain.^[5]

8. Products & Tanks (RCC / FRP / SS)

Purpose: Provide a catalogue-style overview of EcoGenn tank and product offerings (RCC, FRP, SS treatment tanks).^[6]^[1]

Suggested URL and SEO:

- URL: /rcc-frp-ss-treatment-tanks
- Meta title: RCC, FRP & SS Tanks – Bio Septic & STP Treatment Modules
- Meta description: EcoGenn manufactures and supplies RCC, FRP and SS tanks for bio septic systems and sewage treatment plants, designed for long-life, leak-free operation and efficient wastewater treatment.^[7]^[1]

Sections:

- RCC Tanks: M30-grade RCC, wall thickness, standard module sizes, durability features.^[6]^[1]
- FRP Tanks: applications where FRP is preferred (corrosive environments, lightweight installations).
- SS Tanks: niche high-spec applications (food/pharma, high-hygiene requirements).
- Accessories: manholes, diffusers, piping modules as relevant.

Designer notes:

Use product photography or 3D renders, plus specification tables. This page can cross-link to Products pages already present on ecogenn.in where appropriate.^[6]^[7]

9. Microbial & Bio-Enzyme Solutions

Purpose: Present EcoGenn’s microbial and bio-enzyme products, including PENEBIOTECH-type solutions and EcoGenn’s own range.^[6]^[1]

Suggested URL and SEO:

- URL: /microbial-bio-enzyme-solutions

- **Meta title:** Microbial & Bio-Enzyme Solutions - Performance Boosters for STP, ETP & Kitchen Wastewater
- **Meta description:** EcoGenn supplies microbial cultures and bio-enzymes that enhance performance of STP, ETP and kitchen wastewater systems, reducing odors, sludge and fats, oils and grease (FOG).^{[6][5][^1]}

Sections:

- **Liquid Waste Degraders:** products for STP/ETP performance improvement.^{[6][1]}
- **FOG Degraders:** solutions for kitchen wastewater and grease traps.^{[6][1]}
- **Usage Guidelines:** simple instructions and safety notes.
- **Integration with EcoGenn Systems:** how these products complement ABD Bio Septic and STP solutions.^{[6][1]}

Designer notes:

Use product tiles and simple icons (drops, bacteria, FOG) rather than heavy text. Keep clear CTA to Downloads page for product data sheets.^[^6]

10. Project Scope & Engineering Capabilities

Purpose: Dedicated page for the 11-stage engineering and delivery scope already drafted in the revamp document.^[^1]

Suggested URL and SEO:

- **URL:** /project-scope-engineering-capabilities
- **Meta title:** Project Scope & Engineering Capabilities - 11-Stage Delivery Model
- **Meta description:** EcoGenn follows an 11-stage engineering scope from design and civil drawings to P&ID, equipment supply, installation, commissioning, operator training, O&M and AMC for every wastewater project.^[^1]

Sections (accordions or cards):

1. Design & Engineering
2. Civil Drawing
3. GA Drawing
4. PFD (Process Flow Diagram)
5. P&ID (Piping & Instrumentation Diagram)
6. Equipment Supply
7. Installation
8. Testing & Commissioning
9. Operator Training
10. O&M Support
11. AMC Service

Each section should reuse and lightly compress the robust copy from the existing revamp document.^[^1]

Designer notes:

Use the 11-icon set referenced in Part D of the earlier document, one icon per scope item, aligned with EcoGenn brand colors.^[^1]

11. Projects, Clients & Case Studies

Purpose: Provide social proof and concrete examples of EcoGenn installations across segments.^{[2][1]}

Sections:

- Segment-wise tiles: Homes/Villas, Apartments/Builders, Hotels/Resorts, Hospitals/Healthcare, Schools/Colleges/Hostels, Factories/Industrial, Government/EPC/Smart City.^{[2][1]}
- For each segment: 1–2 short case studies (location, capacity/type of system, key outcomes – odor-free, reuse, compliance).^[^2]
- Client logos and testimonials where available.^[^2]

Designer notes:

Use grid layout with image + brief summary + link to Contact. Keep text concise and visual emphasis on photos and logos.^[^2]

12. Blog & Resources

Purpose: SEO content hub and education space.^{[1][2]}

Suggested topics:

- Difference between STP and ETP.
- Benefits of ABD Bio Septic vs conventional septic tanks.^{[3][2]}
- STP norms and effluent discharge standards in Tamil Nadu/India.^{[4][5]}
- How to size an STP for apartments.
- Common STP operation mistakes and how proper O&M prevents failures.^{[4][5]}

Designer notes:

Use standard blog listing layout with categories/tags (STP, Bio Septic, ETP, RO, Regulations). Ensure each post links contextually to relevant service pages.^{[1][2]}

13. Contact Us & Enquiry Form

Purpose: Central lead capture and quick support access.^[9]_[1]^[^2]

Sections:

- Contact details: phone, WhatsApp click-to-chat, email.^[9]_[2]
- Enquiry form: name, phone, email, project type (STP, Bio Septic, ETP, RO), building type (home/apartment/hotel/hospital/factory/government), city, brief requirement, preferred contact time.^[9]_[1]^[^2]
- FAQs snippet: link to Downloads & FAQs page for additional information.^[^9]

Designer notes:

Keep form simple and mobile-friendly. Integrate WhatsApp chat button and quick call button prominently. Form error states and success messages should be clear.^[9]_[1]^[^2]

Tier 2 Page Briefs

14. Applications & Sectors

Purpose: One consolidated page replacing multiple separate sector pages, while keeping keywords for each segment.^[1]_[2]

Sections:

- Homes & Villas – Bio Septic Tanks and small STPs.
- Apartments & Builders – STPs and centralised Bio Septic solutions.^[2]_[1]
- Hotels & Resorts – STPs with high aesthetic and reuse needs.
- Hospitals & Healthcare – STPs/ETPs with stricter hygiene and discharge norms.^[5]_[4]
- Schools, Colleges & Hostels – Bio Septic and STPs sized to occupancy patterns.
- Factories & Industrial Units – ETP + STP + RO where required.^[4]_[5]
- Government / Smart City / EPC – comprehensive wastewater projects and tenders.^[1]_[2]

Designer notes:

Use segment cards with icon + short text + CTA link to respective service pages. Keep layout scannable.^[^2]

15. Service Areas

Purpose: Replace individual city pages with one consolidated page.^[^1]

Sections:

- Introduction: EcoGenn's presence across Tamil Nadu and nearby regions.^[^2]
- City list with small paragraphs: Coimbatore, Chennai, Salem, Madurai, Trichy, Bangalore, Thoothukudi (each referencing types of projects done there).^[3]_[1]^[^2]

Designer notes:

Use a simple map or city tiles for visual structure. Each city tile can link back to Home or a specific service page.[^2]

16. AMC & O&M Support

Purpose: Highlight post-installation support services for STP, Bio Septic, ETP and RO plants.[^4][1]

Sections:

- Why AMC & O&M Matter: reliability, compliance, cost savings compared to reactive fixes.[^5][4]
- STP AMC & O&M: scheduled inspections, blower/pump maintenance, sludge handling, performance monitoring.[^4][1]
- Bio Septic Support: annual inspection visits, water-quality checks, microbial booster dosing on request.[^1][2]
- ETP & RO Support: calibration of instruments, membrane cleaning/replacement, chemical dosing optimisation.[^8][5][^4]

Designer notes:

Use simple step or timeline design explaining the AMC cycle. Provide clear CTAs for “Request AMC Quote”.[^4]

17. Downloads & FAQs

Purpose: Central hub for brochures, catalogues and frequently asked questions; optionally host Careers link or small section.[^1][2]

Sections:

- Downloads: STP brochure, Bio Septic brochure, product leaflets, technology one-pagers.[^7][6][^1]
- FAQs: short Q&A items with links back to relevant service pages (e.g., “What maintenance does an STP need?”, “Is a bio septic tank suitable for my home?”, “Can treated water be reused for gardening?”).[^9][2]
- Careers (optional): simple text + email/contact form or link to external listing.[^2]

Designer notes:

Use clear download buttons and accordions for FAQs. Do not over-complicate navigation on this page.[^2]

Designer & Developer Instructions

1. Overall Layout & UX

- Keep navigation compact and logical: primary menu should list Home, About, Solutions (dropdown for STP, Bio Septic, ETP, RO), Technology, Projects, Blog, Contact; secondary links (Applications, Service Areas, AMC & O&M, Downloads & FAQs) can sit under Solutions/Resources.^{[3][1][^2]}
- Prioritise fast load times with optimised images and simple layout frameworks.^[^1]
- Ensure mobile-first design: all sections and CTAs must work seamlessly on smartphones.^{[1][2]}

2. Content Handling

- Use this document as the baseline; do not expand the sitemap beyond 17 static pages without explicit approval.^[^1]
- Pull detailed scope text for the 11-stage Project Scope page directly from the original revamp document and compress as needed for web readability.^[^1]
- Align all terminology with existing EcoGenn messaging on ecogenn.com and ecogenn.in (ABD Bio Septic, DRDO-based technology, zero maintenance, zero energy, odor-free, safe water reuse).^{[3][2]}

3. SEO Implementation

- For each page, implement unique meta titles and descriptions as suggested here or refined versions carrying core keywords.^{[2][1]}
- Use H1 only once per page; employ H2/H3 for sub-sections.^[^1]
- Implement internal linking throughout content (service pages linking to Applications, Service Areas, Project Scope, Blog and Contact).^{[2][1]}
- Add schema markup for LocalBusiness/Product where appropriate on key pages (Home, Bio Septic, STP, ETP, RO).^[^1]

4. Forms & Tracking

- Integrate enquiry form submissions with back-end email and/or CRM as provided by EcoGenn.^{[9][1]}
- Setup Google Analytics and Search Console for the new site, with event tracking on enquiry form submissions and WhatsApp/call buttons.^[^1]

5. Visual Style

- Use brand colors consistent with existing EcoGenn visual identity (green-blue gradient mentioned for icon set).^{[2][1]}
- Use the 11 icon set for the Project Scope page; ensure icons are SVG for crisp scaling.^[^1]

- Maintain a consistent iconography style across STP, Bio Septic, ETP and RO pages to show they are part of one integrated solution offering.[^2]

Notes for Content Team

- The sample phrases and structures in this document are starting points; content writers can adapt tone and detail levels while keeping core messaging identical across all channels.[^2][1]
- Priority for detailed, long-form copy should be Tier 1 pages (especially STP, Bio Septic, ETP, RO, Project Scope); Tier 2 pages should remain concise but keyword-rich.[^2][1]
- Blog & Resources should be used over time to strengthen domain authority on wastewater treatment topics and local/regional norms.[^5][4]

References

1. [Ecogenn-website-rewamp-doc.pdf](#) - page-1
EcoGenn Website Revamp — Project Scope Content, Sitemap & Roadmap
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3. [\[PDF\] Common Effluent Treatment Plants: Overview, Technologies and ...](#)
4. [Effluent treatment plant | PPTX - Slideshare](#) - ETP is a Effluent Treatment plant used to treat the waste water from industries before discharging t...
5. [Wastewater treatment by effluent treatment plants](#) - Wastewater treatment by effluent treatment plants - Download as a PDF or view online for free
6. [What is Effluent Treatment Plant \(ETP\) Process | Complete ETP Design, Working & Operation](#) - ♻️
Effluent Treatment Plant (ETP) is essential for treating industrial wastewater before it is reused...
7. [ETP\(Effluent Treatment Plant\): Meaning, Process, and Management](#) - Every industrial facility in India that generates liquid effluent is legally required to treat that ...
8. [A Detailed Overview of Effluent and Wastewater Treatment Plants for Sustainable Water Management](#) - Effluent Treatment Plant (ETP) and Wastewater Treatment Plant (WWTP) are essential facilities design...
9. [Managing and Monitoring Effluent Treatment Plants](#)