

# Brand Protection & Online Visibility Assessment

## Tiles & Sanitary Showroom Domain & Digital Identity Strategy Report

### Prepared for:

#### Shri Tiles & Sanitary

Tiles & Sanitary Products Showroom  
KG Halli, Bengaluru, Karnataka  
Factory-Price Showroom · Free Delivery up to 6 km · Est.  
2019

### Prepared by:

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## Executive Summary

**Shri Tiles & Sanitary** is a KG Halli, Bengaluru showroom with seven years in the local tiles and sanitaryware trade (established 2019), offering factory-price products and free delivery within 6 km. Despite this track record, the business is not converting its local presence into proportional footfall or online enquiries.

Two compounding factors are at play: the business operates within a saturated naming category — *Shri*, *Sri*, and *Shree* are used interchangeably across hundreds of tile, hardware, and general trading businesses in Bengaluru and Karnataka, creating direct name confusion at the point of search — and its Google Business Profile (GBP), the primary discovery channel for a local retail showroom, is not optimized to capture "tiles shop near me" and "sanitaryware KG Halli" search intent.

This assessment evaluates three domain options for the business's first branded, owned digital asset, and lays out a phased plan — domain registration now, GBP optimization immediately after, and a premium-positioned website (**Unnati GeoRank Pro**) built out over 6–9 months — to convert existing goodwill into a durable local search presence.

### Key Finding: Name Identity Considerations

**Observation:** "Shri," "Sri," and "Shree" are interchangeable spellings of the same honorific and are used by a large number of unrelated tile, sanitaryware, hardware, and general stores across Bengaluru and Karnataka — a directly comparable competitor, "Shree Tiles and Sanitary," is active on Instagram, evidence that the spelling-confusion risk is not theoretical.

**Implication:** Without a distinct, owned digital identity, GBP visibility and word-of-mouth referrals can leak to similarly named competitors, diluting seven years of local reputation.

**Approach:** A short, distinctive, showroom-branded domain — paired with a GBP profile hardened against the spelling-confusion problem (exact-match business name, consistent NAP, category and photo optimization) — gives the business a fixed point of digital identity that doesn't depend on which spelling a customer happens to search.

★★★★★ **shritiles.in** ✓ RECOMMENDED PRIMARY OPTION

|                         |           |
|-------------------------|-----------|
| Brand Memorability      | Excellent |
| Premium Positioning Fit | Excellent |
| Local Search Fit        | Very Good |
| Multi-City Scalability  | Excellent |

**Strengths:**

- **Shortest, cleanest option** — easiest for a walk-in customer or a contractor to recall and type correctly
- **No city-lock** (unlike shritilesbng.in) — supports a second branch or wider delivery radius without a rebrand
- **Reads as more established/premium** — supports the "slightly premium, budget-conscious homeowner" brief
- "Tiles" alone is a strong enough category signal for local SEO once paired with GBP categories and on-page content — the gap versus the longer option is closeable with content, not domain length
- Matches the business's own stated preference

Best suited for: **Establishing Shri Tiles & Sanitary as the definitive, recognizable digital identity for the showroom** — unambiguous across spelling variants and open to future expansion.

✓ **Availability confirmed:** shritiles.in is available for registration. Domain availability can change at any time — register promptly to secure it before finalizing signage, print, or GBP messaging around this name.

★★★★★ **shritilesandsanitary.in** ✓ SECONDARY OPTION (Supporting Role)

|                              |             |
|------------------------------|-------------|
| Category / Keyword SEO Value | Excellent   |
| Full Business Name Match     | Excellent   |
| Multi-City Scalability       | Excellent   |
| Memorability                 | Fair (long) |

**Strengths:**

- Full keyword match ("tiles" + "sanitary") is a genuine on-page/domain SEO signal for category search terms
- Exact match to the business's signboard name — reinforces legitimacy in directory listings
- Useful as a secondary domain redirecting to the primary, or for variety across GBP/directory listings
- No geographic lock-in

Role: Best used as a **defensively registered, 301-redirected supporting domain** — register it so a competitor or squatter cannot use it against the brand, but not as the primary public-facing domain given its length.

✓ **Availability confirmed:** shritilesandsanitary.in is available for registration.

★★★ **shritilesbng.in** TERTIARY OPTION (Local-Only Positioning)

|                  |           |
|------------------|-----------|
| Local SEO Signal | Very Good |
|------------------|-----------|

|                           |                     |
|---------------------------|---------------------|
| Memorability              | Good                |
| Multi-City Scalability    | Poor — flagged risk |
| Long-Term Brand Stability | Fair                |

### Strengths:

- "BNG" gives an immediate local geo-signal, useful for hyper-local search and directory categorization
- Reasonably short and easy to say

**Risk:** Locks the brand's primary domain to Bengaluru specifically. If the showroom opens a second location outside city limits, or wants to serve a wider Karnataka delivery/wholesale audience, this domain works against that positioning and would need a future migration.

Role: Not recommended as the primary domain given the growth-oriented 6–9 month plan; worth holding only as a defensive registration, or repurposed later as a geo-targeted subdomain if multi-city expansion becomes real.

✓ **Availability confirmed:** shritlesbng.in is available for registration.

## Domain Strategy Recommendation

### Primary Focus: shritle.in

#### Rationale:

The short, showroom-branded domain provides the strongest foundation for Shri Tiles & Sanitary's digital presence. It directly resolves the Shri/Sri/Shree confusion problem, carries no city-lock that would constrain future growth, and reads clean and credible enough to support the brief's "slightly premium, budget-conscious homeowner and contractor" positioning. Register **shritleandsanitary.in** defensively alongside it and redirect it to the primary domain to protect the exact-name match from competitors or domain squatters.

#### Suggested Business Positioning:

**Shri Tiles & Sanitary**  
 Tiles, Sanitaryware & Bath Fittings Showroom  
 KG Halli, Bengaluru, Karnataka  
 Factory-Price Showroom · Free Delivery within 6 km · Serving Bengaluru Since 2019

#### Product & Service Scope:

The domain and website can represent the full range of the showroom's offering:

- Floor & Wall Tiles (Ceramic, Vitrified, Porcelain)
- Bathroom Sanitaryware (Wash Basins, WCs, Cisterns)
- CP Fittings & Bath Accessories
- Kitchen Sinks & Fixtures
- Tile Adhesives, Grouts & Installation Material
- Factory-Price Bulk Supply for Contractors & Builders
- Free Delivery within 6 km of KG Halli
- Premium-Leaning Product Lines for Budget-Conscious Upgrades

This approach keeps a consistent, premium-leaning identity while leaving room for a second branch or an expanded delivery zone.

## Implementation Approach

| Phase | Action                                                                                                                                                                      | Timeline                           |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| 1     | Register primary domain (shritiles.in — confirmed available); defensively register shritilesandsanitary.in (confirmed available)                                            | Immediate (0–2 weeks)              |
| 2     | Audit and rebuild Google Business Profile — exact business name, category stack, NAP consistency, photos, service list, Q&A seeding, resolve duplicate/conflicting listings | Immediate, in parallel (0–4 weeks) |
| 3     | Launch a simple holding page on the new domain (hours, location, WhatsApp contact) so the domain is live while the full site is built                                       | 2–4 weeks                          |
| 4     | Design & build the full Unnati GeoRank Pro website — premium-leaning visual identity, product catalog, local landing pages, contractor/bulk-order section                   | 1–6 months                         |
| 5     | Local SEO build-out: structured data, KG Halli/Bengaluru location pages, review-generation workflow, citation building on local directories                                 | 3–9 months, ongoing                |
| 6     | Content program: tiling & sanitaryware buying guides, project galleries, contractor resources to build topical authority                                                    | Ongoing beyond month 9             |

### Recommended Immediate Steps:

- ✓ Register shritiles.in now — availability confirmed, but this can change at any time
- ✓ Defensively register shritilesandsanitary.in (also confirmed available) and set up a redirect to the primary domain
- ✓ Claim/verify Google Business Profile under the exact legal and trading name; resolve any duplicate or conflicting Shri/Sri/Shree listings nearby
- ✓ Set up professional email on the new domain (info@, sales@)
- ✓ Lock the premium-but-approachable visual identity before the Unnati GeoRank Pro build begins

## Benefits of Clear Digital Identity

- **Customer discoverability** — shoppers searching by any spelling variant reliably land on the right showroom
- **Brand consistency** — one identity across GBP, WhatsApp Business, signage, and print
- **Premium positioning support** — a clean, owned domain and website reinforce the "slightly premium, factory-price" brand promise
- **Product portfolio** — a catalog-ready foundation for tiles, sanitaryware, and contractor bulk supply
- **Local SEO foundation** — structured, geo-targeted content that GBP alone cannot provide
- **Long-term scalability** — a brand structure that doesn't need to be rebuilt if the business opens a second outlet

### Assessment Note

This assessment represents professional analysis based on domain branding and local retail positioning principles. It is intended to provide strategic guidance and does not constitute legal, trademark, or business valuation advice. All three domains evaluated in this report were confirmed available at the time of writing; availability can change at any time, so prompt registration through a .IN-accredited registrar is recommended once a final decision is made. The effectiveness of a digital presence depends on multiple factors including website quality, GBP maintenance, review volume, and consistent local SEO practice over time.

### GST Applicability Note

Ceramic tiles (HSN 6907/6908) and ceramic sanitaryware (HSN 6910) are both taxed at 18% GST under the current rate schedule; the September 2025 GST rate reform reduced rates on select ceramic kitchenware and pottery items but did not change the rate applicable to tiles or sanitaryware. GST registration is mandatory for a goods trading business once aggregate annual turnover crosses ₹40 lakh (₹20 lakh in special-category states), and is compulsory regardless of turnover for inter-state supply. Firms should confirm current applicability against actual turnover and consult a tax professional for compliance guidance.

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Prepared by Unnati Digi Services for Brand Protection & Visibility

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