

Leveraging Technical
SEO Auditing to Boost
Organic Leads by 30.27%
in Just 90 Days

Presented by SEO Experts Company India



571 keywords

9 Mar 2023

Compare with: 9 Feb 2023

Main positions only

Multiple URLs only

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL
<input type="checkbox"/> +	4	900	11	N/A	632	-6	0	1		
<input type="checkbox"/> +	3	350	0	N/A	314	+16	0	1		
<input type="checkbox"/> +	3	700	28	N/A	39		0	2		
<input type="checkbox"/> +	2	100	25	N/A	36		0	1		
<input type="checkbox"/> +	3	80	8	1.27	29		0	1		

PROJECT GOAL

During our detailed SEO audit of the client's website, we identified several issues that could be affecting its search engine rankings.

Some of these issues included broken links and a lack of optimized content. In addition, the website had inadequate meta descriptions and titles, as well as slow page loading speeds. These issues were hampering the website's ability to appear in search engine results and preventing potential customers from finding it.

Our team at SEO Experts Company increased this client's monthly organic leads by 30.27% in just three months. But how did we do it? The key was identifying the issues and focusing on the most effective SEO strategies for this particular client.

After Conducting a Comprehensive Audit, We Applied the Following Strategies to Obtain Our Desired Outcomes

1. Pushed the core keywords into the top positions in content pieces.
2. Focused on increasing the visibility of long-tail keywords and conversion-focused keywords.
3. We disavowed the low-quality, irrelevant, weak, and spammy backlinks.
4. We fixed the fundamental problems we found during our technical SEO audit and implemented on-page SEO tactics.



Pushed the Core Keywords into the Top Positions

- Created keyword-rich content and placed keyphrases in relevant positions.
- Linked other internal money pages with the exact keyword.
- Optimized the meta title and descriptions with the relevant keywords.
- Utilized different variations of the keywords



Focused on Increasing the Visibility of Long-Tail Keywords and Conversion-Focused Keywords

- To ensure search engine visibility, comprehensive keyword research was conducted to compile a list of all long-tail keywords associated with this business' services and vertical market.
- By focusing on less competitive keyword terms, we increased the chances of achieving high rankings.
- Organic and paid search terms were considered for better visibility in the search engines.



Disavowed Low-Quality, Irrelevant, Weak, and Spammy Backlinks

- Removed links from low-authority domains or no authority
- Regularly checked on backlinks and disavowed the spammy links.



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Fixed the fundamental problems during technical SEO audit and implemented on-page SEO tactics

- Improved the website's structure
- Fixed broken links and redirects
- Improved page loading speed
- We ensured that all pages were crawlable by search engines.

The Outcomes We Accomplished

Our client's website's organic leads increased by 30.27% in just 3 months!

In other words, our team's efforts helped the client's site rank higher for organic keywords in search engine result pages.

So there you have it.

the challenges we faced, the strategy we built, and the results we delivered.



Organic Traffic
+3.90% Goal Completions

+ Add Segment

Dec 1, 2022 - Feb 28, 2023
Compare to: Sep 2, 2022 - Nov 30, 2022

Goal Option:

All Goals

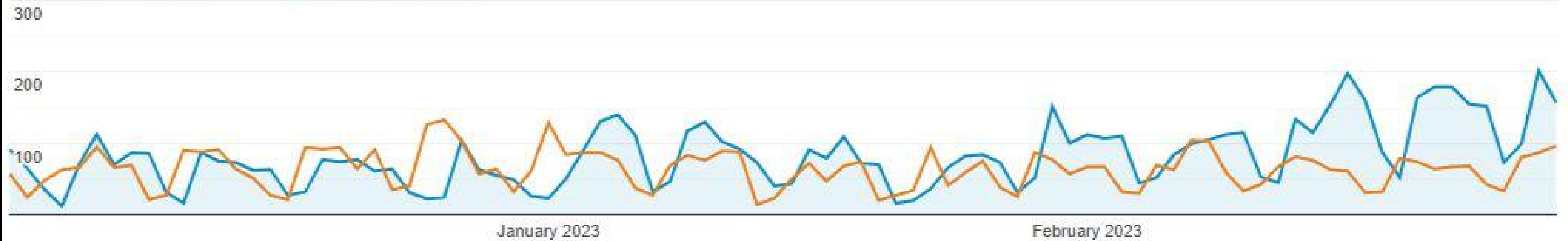


Overview

Goal Completions vs. Select a metric

Hourly Day Week Month

Dec 1, 2022 - Feb 28, 2023: ● Goal Completions
Sep 2, 2022 - Nov 30, 2022: ● Goal Completions



Goal Completions

Organic Traffic

30.27%

7,475 vs 5,738 (+31.2%)

Goal Value

Organic Traffic

0.00%

SGD 0.00 vs SGD 0.00

Goal Conversion Rate

Organic Traffic

30.18%

8.29% vs 6.37%

Total Abandonment Rate

Organic Traffic

-27.14%

14.70% vs 20.17%

Contact us from Incorporation
(Goal 1 Completions)

Organic Traffic

19.24%

818 vs 686



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THANK YOU