

SEO Case Study

Today's SEO case study features Techy — a fast growing business in the Tech and Franchise Industry.

Website: <https://techycompany.com>

Search Engine Optimization



Brand Introduction - Long Story Short

How we grew organic visitors on the website from 1k to 70k in 12 months.

Remember, this is a single SEO case study

One important caveat before we jump in: We are not suggesting that what we are about to tell you is the only way to succeed with SEO. Every campaign and niche will have different nuances, and some strategies that might work great for us might not work great for you. That being said, there are several principles throughout this case study that you can apply to pretty much any campaign you'll ever run.



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Project Plan- Timeline



Site Audit & Technical SEO

Enhance your website's performance and visibility with Site Audit & Technical SEO expertise. In the ever-evolving digital landscape, ensuring your website's health and visibility is paramount.



Local SEO & Backlinks

Elevate your local online presence through Local SEO & Backlinks, driving more traffic and credibility to your business. Dominate your local market with these powerful strategies.



Content Promotion

Amplify your content's reach and impact with Content Promotion. Reach your target audience effectively and make your message resonate across the digital landscape.

Month 1-2

Month 3-4

Month 5-6

Month 7-8

Month 9-10

Month 11-12

Keyword Research & On-Page SEO

Uncover the perfect keywords and elevate your online content with Keyword Research & On-Page SEO strategies. Boost your website's search engine rankings.



New Content Creation

Energize your online presence with fresh, engaging content through New Content Creation. Stay relevant and captivate your audience with compelling narratives.



Site Monitoring and Management

Keep your online fortress strong with Site Monitoring and Management. Ensure seamless website performance and security, so you can focus on growth and success.

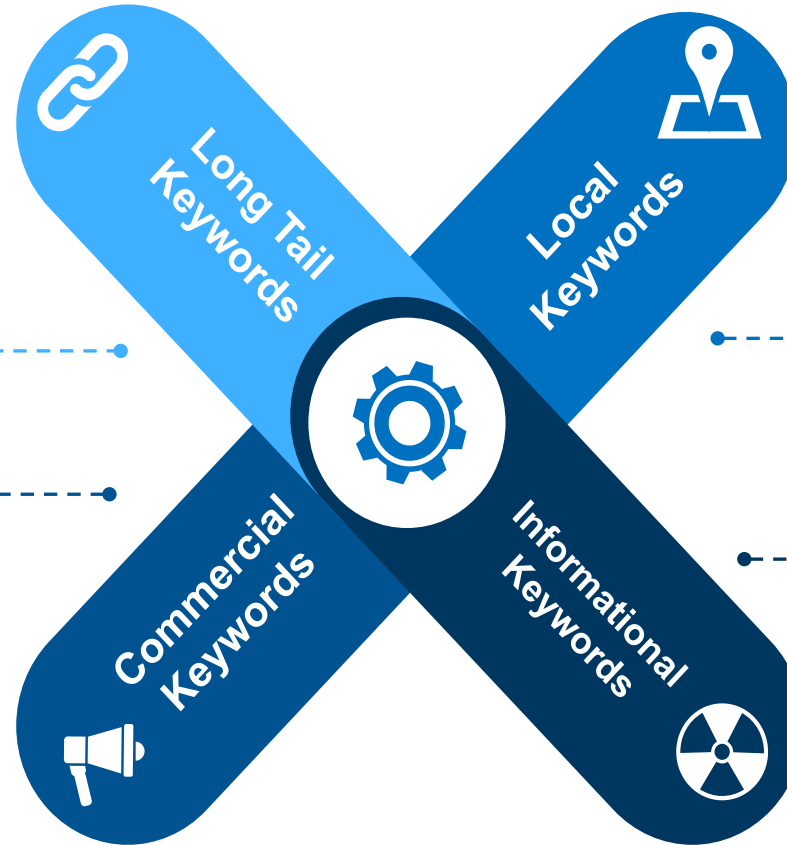




Keyword Research

Long Tail Keywords Research

Uncover hidden opportunities and niche markets with Long Tail Keywords Research, driving targeted traffic and maximizing your online presence.



Local Keywords Research

Dominate your local market with precision using Local Keywords Research, ensuring your business shines in regional search results.

Buying Intent Keyword Research

Unlock valuable insights into customer purchasing behavior with Buying Intent Keyword Research, guiding your strategy to capture high-converting leads.

Informational Keyword Research

Discover the power of knowledge-sharing and engagement with Informational Keyword Research, creating content that educates and resonates with your audience.





Content Creation

Fueling Innovation through Creative Content: Your Story, Our Expertise!

Content creation is the heartbeat of your digital presence, providing the substance and storytelling that captivates and connects with your audience, ultimately driving engagement and success..



Review Content

Reviewing content ensures quality, accuracy, and relevance, paving the way for a polished and impactful online presence.

List Content

Listing content organizes information, making it easily accessible and user-friendly, streamlining your audience's journey.

How To Content

How-to blog content simplifies complex topics, guiding readers step by step towards mastery and empowerment.

Buying Intent Content

Buying Intent content strategically influences purchase decisions, transforming curious prospects into satisfied customers.



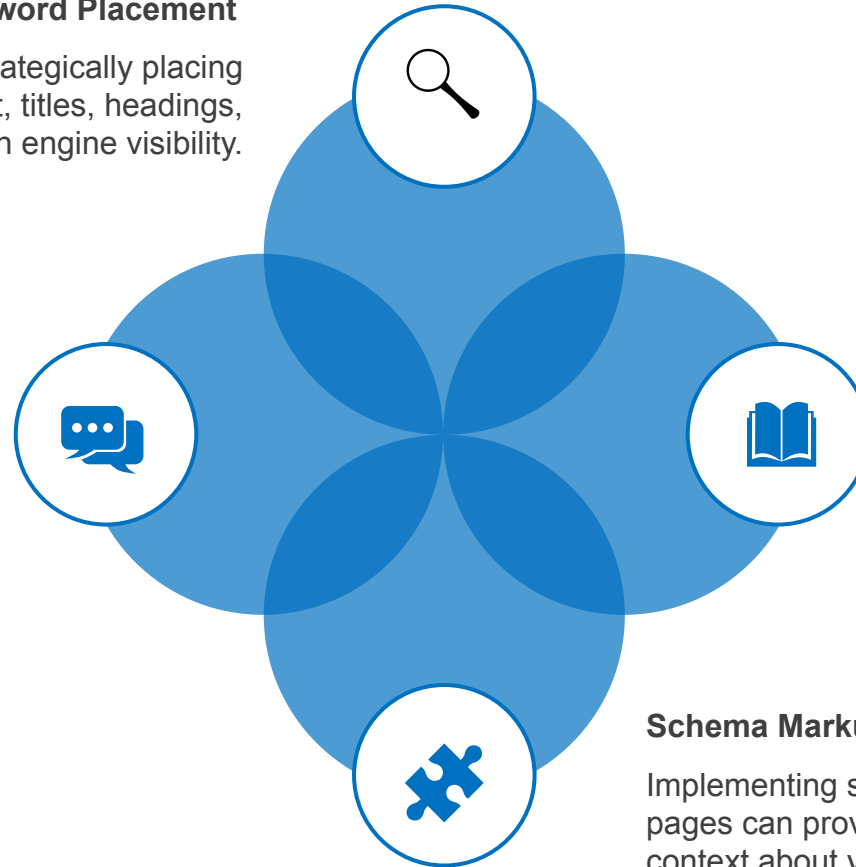
On-Page Optimization

Keyword Placement

On-page optimization involves strategically placing relevant keywords within your content, titles, headings, and meta tags to enhance search engine visibility.

Meta Tags and Descriptions

Crafting compelling meta titles and descriptions that accurately summarize your content can improve click-through rates in search engine results pages (SERPs).



Header Tags (H1, H2, etc.)

Properly structuring your content with header tags (H1 for main titles, H2 for subheadings, and so on) makes your content more organized and scannable for both users and search engines.

Schema Markup

Implementing schema markup (structured data) on your pages can provide search engines with additional context about your content, which can lead to enhanced rich snippets in search results.

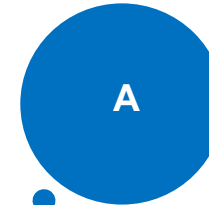
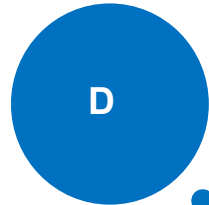




Technical SEO

Mobile Optimization

- Ensure your website is mobile-responsive and provides a good user experience on mobile devices.

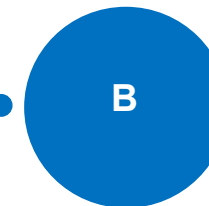
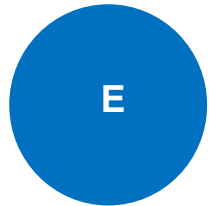


Crawlability and Indexability

- Ensure your website is accessible to search engine crawlers.
- Use a robots.txt file to control what search engines can and cannot crawl.
- Verify that your site does not have any "noindex" tags unintentionally applied.

XML Sitemap:

- Create and submit an XML sitemap to search engines to facilitate indexing.
- Ensure it is up-to-date and includes all important pages.

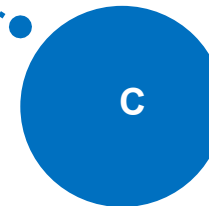
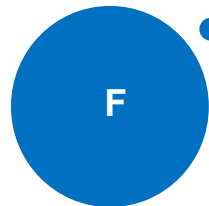


Website Speed and Performance

- Optimize images and multimedia for faster loading times.
- Use browser caching and enable compression.
- Minimize server response times.

404 Pages and Redirects

- Monitor for broken links (404 errors) and fix them promptly.
- Implement 301 redirects for pages that have permanently moved



HTTPS and Security

- Implement SSL/TLS encryption (HTTPS) to secure data transmission.
- Regularly monitor for security vulnerabilities and apply necessary patches.





Local SEO & Backlinks

START

Google My Business (GMB) Optimization

Claim and verify your Google My Business listing. Ensure your business information is accurate and up-to-date. Select the appropriate categories for your business



NAP Consistency

Ensure that your business's NAP information is consistent across all online platforms, including your website, directories, and social profiles.

Local Citations

Build consistent and accurate business citations on local directories and platforms. Verify and claim listings on platforms like Yelp, Yellow Pages, and Bing Places for Business.



Backlinks

Conduct a backlink analysis to identify your current backlink profile. Use tools like Ahrefs or Moz to check the quality and authority of your backlinks. Prioritize quality over quantity. Focus on acquiring backlinks from authoritative and relevant websites.





Challenges

Challenges & Key Takeaways

*Increase organic
traffic by 55% in a
year.*

*Rank all target
keywords within
page 1 and 2.*

*Google Algorithm
Updates*

*Fix Content Quality
and Relevance*



Overall Results

Traffic Overview

Performance on Search results

EXPORT

Search type: Web

Date: May 8, 2022-May 31, ...

+ New

Last updated: 12 hours ago

Total clicks

69.9K

Total impressions

10.8M

Average CTR

0.6%

Average position

29.7

Clicks

300

200

100

0

5/8/22

6/15/22

7/23/22

8/30/22

10/7/22

11/14/22

12/22/22

1/29/23

3/8/23

4/15/23

5/23/23

Impressions

60K

40K

20K

0



Top Keywords- Click & Impressions

Performance on Search results

EXPORT

Search type: Web

Date: May 8, 2022-May 31, ...

+ New

Last updated: 12 hours ago

Top queries	Clicks	Impressions
techy	3,375	86,029
smart watch repair shop near me	1,058	35,053
techy waterville	768	3,718
smart watch repairing shop near me	665	21,898
techy company	652	1,959
phone repair near me	600	445,289
cell phone repair near me	556	156,250
smart watch repair near me	541	26,248
techycompany	400	647
techy near me	376	5,217



Top Pages- Click & Impressions

Top pages	↓ Clicks	Impressions
https://techycompany.com/	6,007	307,715
https://techycompany.com/smartwatch-repair	5,947	262,961
https://techycompany.com/blog/top-5-apps---reverse-phone-lookup-made-easy	2,737	465,187
https://techycompany.com/waterville-me	2,101	38,372
https://techycompany.com/lancaster-oh	1,929	151,211
https://techycompany.com/fitbit-smartwatch-repair	1,780	84,404
https://techycompany.com/blu-repair	1,157	41,594
https://techycompany.com/game-console-repair	1,070	190,080
https://techycompany.com/frederick-md	785	50,001
https://techycompany.com/find-a-location	782	498,926





Backlinks Overview

Backlink profile for <https://techycompany.com/>



Domain including subdomains. One link per domain



Backlinks ⁱ 23K 78% dofollow	Linking websites ⁱ 2.4K 80% dofollow
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DR ⁱ	Referring page ⁱ	Anchor and target URL ⁱ
41	iPads, iPhones, Mac Computers, Laptops for Sale Experimax https://www.experimax.com/	Own A Franchise https://techycompany.com/franchising
89	25 Franchises for Veterans https://smallbiztrends.com/2022/08/franchises-for-veterans.html	If you're a techie, then this opportunity will be right up your alley! To open your business https://techycompany.com/franchising Canonical https://techycompany.com/franchising/





Why You Need SEO Service For Your Business

Increased Online Visibility

Without SEO, your website may not appear in search engine results when potential customers are looking for products, services, or information related to your business.

Higher Website Traffic

SEO helps drive organic (non-paid) traffic to your website, increasing the number of visitors who can potentially become customers.

Better User Experience

SEO encourages improvements in website structure, navigation, and usability, leading to a better overall user experience.

Competitive Advantage

SEO helps you compete effectively with other businesses in your industry by ranking higher in search results.

Cost-Effective Marketing

Compared to paid advertising, SEO can provide a cost-effective way to attract organic traffic over the long term.

Credibility and Trust

Websites that appear on the first page of search results are often seen as more credible and trustworthy by users.





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THANK YOU

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