

SEO to Boost Global Site Ranking & Visibility

A case study focused around LED brand

**Enhancing Website Ranking for Critical
Business Phrases and Improving Overall Web
Presence**

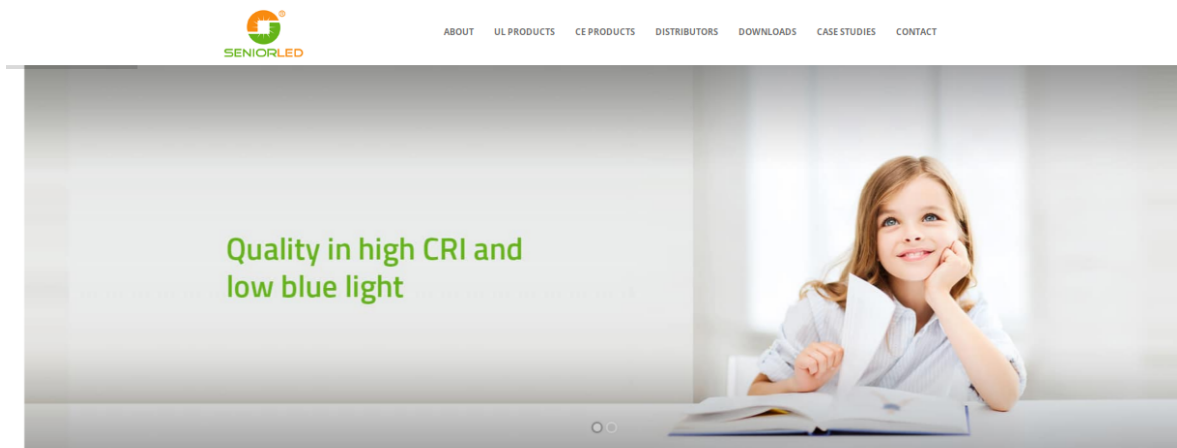
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Client Introduction

LED brand registered in the USA and Canada. The experienced team of engineers manufactures and supplies lighting products for a global audience and has a rich client base in Europe, Middle East, and Asia.



Project Deliverables

Seniorled had low Ranking, Domain Authority and wanted to improve it. The company was also looking for a team of SEO experts that can increase website ranking for critical business keywords and improve overall online presence.

Major project deliverables:

- Domain authority improvement
- Ranking for critical business keywords
- Digital asset creation

Initial Analysis and Findings

Our team of analysts studied the Website and discovered the real cause of ranking loss.

- **Content Duplication**
- **Tag Issues**
- **Mobile Friendly Pages**
- **Poor Onsite Optimization**

To capture keywords, we studied the brand's online presence and discovered areas that can give instant boost to traffic and business leads.

Action Plan for Ahref

Our team created a website optimization plan to improve the Ahref rank. We were given the time period of 1 month to deliver results and deployed following strategies :-

TAGS TROUBLESHOOTING

Alt tags related errors are common on websites built on Wordpress. By using Ahref, we generated the list of all such tag related errors and fixed them.

CONTENT DUPLICATION

Some product pages on Seniorled carried the same content and became the reason for Ahrefs low rank. Our team of copywriters replaced duplicate content with highly optimised descriptions.

URL DUPLICATION

Issues related to URL duplication hinder Ahref rank. Our team of SEO experts fixed all URL related issues through redirection and other tactics.

THEME & MOBILE UPGRADES

Some website pages weren't mobile friendly which could have caused ranking damage in future. Our team reported the issue and got them fixed. Old themes and plugins were also updated for better security and performance.

SERVER RESPONSE CODE RELATED ISSUES

Chronic presence of 404 and 301 errors were limiting the website's performance and hence ranking. Our team fixed all such issues.

Ahref – Optimization Results

In less than 1 month, our team reduced the number of website errors by half.



Action Plan for Ranking

To improve the brand's position on search engines, our SEO experts created a detailed SEO plan. Under it, we deployed comprehensive SEO and branding strategies. Some of the major onsite and offsite work details are shared below:

BUSINESS LISTING AND OPTIMIZATION

Our team undertook extensive research to discover business listing platforms relevant to Seniorled. This not only improved the brand's online presence but also created additional assets for business leads. Our team also optimised business assets to further improve their position on search engines.

PRODUCT PAGE'S OPTIMIZATION

Some product pages lacked content and hence lagged behind rivals in Google search results. Our team planned keyword focused content to improve page ranking and updated it on the website.

META UPGRADES

Meta details of various pages weren't planned with business keywords in mind. Our team planned new Meta details for website pages for better representation on Google.

INTERNAL LINKING

Internal linking improves authority of pages and ranking. That's why we linked blog posts as well as website pages. This contributed greatly in improved ranking positions.

PUBLISHING PUSH

Besides increasing publishing frequency on the official blog, our team also connected the SeniorLED team with relevant channels for coverage and guest contributions.

Ranking Plan – Results

In the beginning of the project, the client shared a list of 30 keywords to attain ranking. **In just 2 months, we started ranking for the majority of the keywords.**

1. led light panel manufacturers + add tag	1	↑14
2. senior tube + add tag	3	↑4
3. led china manufacturer + add tag	4	↑3
4. china led lighting manufacturers + add tag	4	↑11
5. best led manufacturer + add tag	4	↑4
6. top led manufacturers + add tag	7	↑5
7. chinese led manufacturers + add tag	9	↓2
8. led lighting china suppliers + add tag	11	↑11
9. led light manufacturers in china + add tag	11	↑6
10. top led lighting manufacturers + add tag	12	↓1
11. led suppliers + add tag	12	↑88
12. led manufacturers in china + add tag	12	↓3
13. led lighting wholesale suppliers + add tag	13	↑14
14. led tube lights wholesale + add tag	13	↑9
15. led manufacturers targeted keyword X + add tag	13	↑10

16. led china + add tag	14	↓3
17. led light suppliers + add tag	14	↑18
18. led lights from china + add tag	14	↑5
19. led lights manufacturers in china + add tag	14	↓1
20. china led lights + add tag	15	↓2
21. led light manufacturing targeted keyword X + add tag	15	↑25
22. led distributor + add tag	16	↑37
23. led lighting manufacturers in china + add tag	17	–
24. chinese led lights + add tag	19	↓4
25. led distributors + add tag	19	↑30
26. led wholesaler important X targeted X + add tag	20	↓1
27. led tube price + add tag	20	↑9
28. ceiling led panel light + add tag	22	↑7
29. led lighting suppliers + add tag	24	↑76
30. senior tubes + add tag	24	↑7
31. led lighting distributor + add tag	25	↑35

After our work, overall visibility of the website also improved drastically.



Search dominance (2018-19)

Over the course of 2 years, we helped them attain first page and second page Google USA ranking for vast range of product focused keywords and went beyond the list shared initially:

Keywords	Position
led corn bulb manufacturers	1
non toxic light bulbs	1
sunlight bulb	1
sunlight bulbs	1
sunlight light bulb	1
sunlight light bulbs	1
waterproof led panel	1
waterproof led panel light	1

led light business opportunities	2
reading bulb	2
china led light manufacturers	3
china led lights manufacturer	3
led light manufacturer in china	3
led light manufacturers	3
led light manufacturers in china	3
led lighting manufacturers in china	3
led lights manufacturers in china	3
ways to save electricity at home and school	3
how to save electricity at school and home	4
how to save energy at school	4
led light distributor	4
ways to save electricity at school	4
how to save electricity at school	5
top led lights manufacturers in china	5
low blue light led bulbs	7
low blue light bulbs	9
blue free light bulbs	11

led bulbs with low blue light	3
tri proof led	4
low blue light led bulbs	5
led panel light china	5
healthy lighting solutions	5
healthy lighting solutions	5
blue blocking led products	5
linear lighting systems	6
healthy lighting wholesale	6
healthy light bulbs	6
low blue light bulbs	7
blue led light free bulbs for home	7
Mood light bulbs	9
Healthy LED Lighting Products	9
blue light free bulbs	9
tri proof led light	10
healthy lighting products	10
blue light free light bulbs	10
healthy lighting office	11

healthiest Light bulbs	15
healthy lighting company	17
magnetic led light strip	21
safest light bulbs	22
led ufo light	24
wellbeing lighting	30

HIGH PERFORMING QUERIES

Besides dominating product specific keywords, our team also helped the brand dominate long tail search phrases and industry relevant search terms. Below are the data insights from Search Console:

Query	↓ Clicks	Impressions
seniorled	1,247	1,617
senior led	619	916
non toxic light bulbs	145	619
how to save electricity at school	143	2,300
low blue light led bulbs	128	788
sunlight light bulbs	114	2,368
top led lights manufacturers in china	83	1,785
low blue light bulbs	82	1,104
sunlight bulbs	78	2,581
ways to save electricity at home and school	59	1,763

how to save energy at school	50	2,840
sunlight light bulb	47	1,645
led light bulbs wholesale distributors	42	1,588
led light business opportunities	42	835
waterproof led panel	39	751
led light manufacturers in china	38	957
reading bulb	37	454
waterproof led panel light	36	403
how to save electricity at school and home	33	526
sunlight bulb	32	2,020

We managed to generate business mileage from hundreds of queries targeted through blogs and other business resources.

Conclusion

Our team achieved success with all the project deliverables way before the time frame stated by the client. Our team of growth experts and marketers established them as industry leader in LED industry by dominating Google's first page through:

- LED manufacturer queries
- Product specific queries
- Product related content queries

In addition to that, our team has established them on diverse channels like:

- Search engines
- Community platforms
- Social media channels
- Industry relevant sites

We have a collective work experience of over 10 years and understand what it takes to deliver results on challenging projects.

