

Industrial Quick Search Search Engine Optimization Case Study

This Search Engine Optimization (SEO) client is a nationwide distributor of butterfly valves. They are a premier supplier of butterfly control valves and other related industrial components. The valves and other controls are safe, long-lasting, and built for industrial applications such as power plants, municipal water, pharmaceutical and gas production.

Challenge

When this company came to us in 2021 they did not have placement for many of their key terms on Google. There was negligible organic visitor activity and they wanted to increase their web presence to improve that dataset and generate Request for Quotes (RFQs) from their website.

Solution

We started by fixing technical SEO issues on their site including updating metadata based on client keywords. We focused on creating high quality content on and developing a solid backlinking strategy for their main pages.

Outcome

Within the last eight months their organic traffic has increased by over 11.8%. Growing from an average of 650.5 to 727.5 organic users. They also now rank on Google with multiple key search terms

Key Actionables for Website Optimization

- Acquire high authority backlinks to main pages with relevant anchor text.
- Edit metadata based on client keywords.
- Apply image alt tags, title text & schema code.
- Implement internal linking strategy.
- Develop navigation user experience elements.
- Update Google Business Listing Components.
- Utilize Google Webmaster Tool Program.
- Ongoing site maintenance for site errors, broken links, broken images, etc.
- Research keyword usage for target list.
- Create Keyword Focused Rich Content.
- Quarterly Site Audits and Action Plan.
- Website Page Speed Optimization.

May 1, 2022 - May 31, 2022: ● Users
 Sep 1, 2021 - Sep 30, 2021: ● Users



| Source / Medium ? | Acquisition | | | Behavior | | | Conversions Goal 3: RFQ Form Submission | | |
|---|----------------------------|----------------------------|----------------------------|-----------------------------|--------------------------|---------------------------------|--|--|--|
| | Users ? ↓ | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? | RFQ Form Submission (Goal 3 Conversion Rate) ? | RFQ Form Submission (Goal 3 Completions) ? | |
| | 14.53% ↑ 1,971 vs 1,721 | 13.14% ↑ 1,929 vs 1,705 | 13.81% ↑ 2,209 vs 1,941 | 2.14% ↓ 80.72% vs 82.48% | 10.02% ↑ 1.58 vs 1.44 | 8.67% ↑ 00:00:57 vs 00:00:52 | 75.74% ↑ 0.45% vs 0.26% | 100.00% ↑ 10 vs 5 | |
| <input type="checkbox"/> 1. google / organic | | | | | | | | | |
| May 1, 2022 - May 31, 2022 | 1,322 (66.87%) | 1,292 (66.98%) | 1,511 (68.40%) | 81.54% | 1.46 | 00:01:01 | 0.26% | 4 (40.00%) | |
| Sep 1, 2021 - Sep 30, 2021 | 1,199 (69.31%) | 1,185 (69.50%) | 1,335 (68.78%) | 83.97% | 1.37 | 00:00:47 | 0.22% | 3 (60.00%) | |
| % Change | 10.26% | 9.03% | 13.18% | -2.90% | 6.34% | 31.26% | 17.80% | 33.33% | |
| <input type="checkbox"/> 2. (direct) / (none) | | | | | | | | | |
| May 1, 2022 - May 31, 2022 | 370 (18.72%) | 363 (18.82%) | 390 (17.66%) | 82.31% | 1.98 | 00:00:35 | 0.51% | 2 (20.00%) | |
| Sep 1, 2021 - Sep 30, 2021 | 272 (15.72%) | 271 (15.89%) | 325 (16.74%) | 82.46% | 1.53 | 00:01:07 | 0.62% | 2 (40.00%) | |
| % Change | 36.03% | 33.95% | 20.00% | -0.19% | 29.61% | -47.52% | -16.67% | 0.00% | |
| <input type="checkbox"/> 3. bing / organic | | | | | | | | | |
| May 1, 2022 - May 31, 2022 | 133 (6.73%) | 127 (6.58%) | 146 (6.61%) | 78.77% | 1.50 | 00:01:01 | 2.05% | 3 (30.00%) | |
| Sep 1, 2021 - Sep 30, 2021 | 102 (5.90%) | 99 (5.81%) | 115 (5.92%) | 80.00% | 1.64 | 00:01:04 | 0.00% | 0 (0.00%) | |
| % Change | 30.39% | 28.28% | 26.96% | -1.54% | -8.73% | -4.52% | ∞% | ∞% | |
| <input type="checkbox"/> 4. baidu / organic | | | | | | | | | |
| May 1, 2022 - May 31, 2022 | 65 (3.29%) | 64 (3.32%) | 65 (2.94%) | 98.46% | 1.09 | 00:00:12 | 0.00% | 0 (0.00%) | |
| Sep 1, 2021 - Sep 30, 2021 | 61 (3.53%) | 58 (3.40%) | 61 (3.14%) | 100.00% | 1.00 | 00:00:00 | 0.00% | 0 (0.00%) | |
| % Change | 6.56% | 10.34% | 6.56% | -1.54% | 9.23% | ∞% | 0.00% | 0.00% | |

Google Analytics Review

Google Analytics (GA) tracks and reports website user engagement and activity patterns. It is a great tool to view audience, acquisition, behavior, and conversions and to better understand where to make changes and improve user experience.

Activity Improvements September 2021 to May 2022

Average of Google & Bing Organic

- Average Organic Users Increased by 11.8%
- Average Page Sessions Improved by 14.3%
- RFQ Goal Conversion Rate Surged by 1,055%
- Direct Monthly Users increased by 36%
- Average Page Duration Improved by 30%



Ahrefs

| | | | | | | | |
|---|------------------------------|------------------------------|--|--|---|--|---|
| Ahrefs Rank ⁱ 11,481,912 | UR ⁱ 31 | DR ⁱ 16 | Backlinks ⁱ 1.22K ⁻³ Recent 1.77K Historical 9.03K | Referring domains ⁱ 100 Recent 113 Historical 296 | Organic keywords ⁱ 820 ⁺¹⁶ PPC 0 | Organic traffic ⁱ 307 ⁺⁴ | Traffic value ⁱ \$474 PPC \$0 |
|---|------------------------------|------------------------------|--|--|---|--|---|

Backlink profile Organic search Paid search



| | | | | | | | |
|--|------------------------------|------------------------------|---|--|--|---|--|
| Ahrefs Rank ⁱ 961,178 | UR ⁱ 33 | DR ⁱ 46 | Backlinks ⁱ 832 ⁻¹⁰ Recent 1.22K Historical 10.2K | Referring domains ⁱ 193 Recent 229 Historical 472 | Organic keywords ⁱ 1.2K ⁻¹⁵ PPC 0 | Organic traffic ⁱ 1.5K | Traffic value ⁱ \$1.5K PPC \$0 |
|--|------------------------------|------------------------------|---|--|--|---|--|

Backlink profile Organic search Paid search



Ahrefs

Ahrefs is an SEO software suite that contains tools for link building, keyword research, competitor analysis, rank tracking and site audits.

- Ahrefs rank improved from 11,481,912 to 961,178
- Referring Domains increased from 100 to 193
- Organic Keywords increased from 820 to 1,200
- Organic Traffic increased from 307 to 1,500
- Considerable increase in Google ranking of multiple key search terms

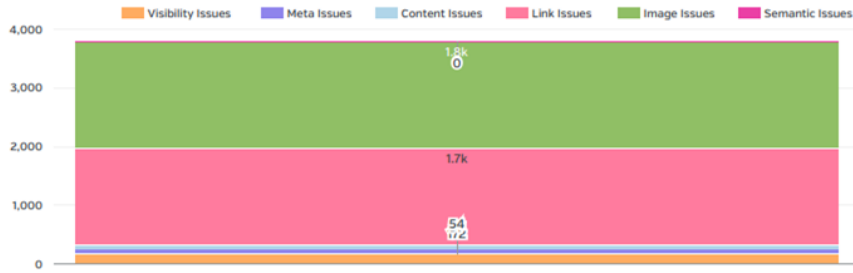
| Keyword | Previous position | Current position | Keyword | Previous position | Current position |
|---|-------------------|------------------|---|-------------------|------------------|
| resilient seat butterfly valve | N/A | 3 | metal seat butterfly valves | N/A | 26 |
| butterfly valve for flow control | 9 | 5 | water butterfly valves | N/A | 30 |
| triple offset valves | N/A | 6 | ball valve vs gate valve vs butterfly valve | N/A | 37 |
| sanitary butterfly valve | N/A | 6 | pneumatic actuated butterfly valve | N/A | 37 |
| high pressure butterfly valve | 10 | 7 | food grade butterfly valve | N/A | 40 |
| triple offset butterfly valves | N/A | 8 | motorized butterfly valves | N/A | 42 |
| butterfly valve types | 10 | 9 | isolation butterfly valve | N/A | 45 |
| electric water shut off butterfly valve | N/A | 9 | velan butterfly valves | 54 | 45 |
| high temperature butterfly valves | N/A | 9 | pneumatic butterfly valve | 68 | 47 |
| butterfly valve manufacturers in usa | 10 | 10 | maxseal butterfly valves | N/A | 50 |
| butterfly valves manufacturers | 14 | 11 | metal seated butterfly valves | N/A | 52 |
| butterfly valve manufacturer | N/A | 11 | butterfly valve vs gate valve | N/A | 53 |
| types of butterfly valve | 12 | 11 | electric actuator butterfly valve | N/A | 65 |
| high temperature butterfly valve | 13 | 11 | actuator butterfly valve | N/A | 73 |
| butterfly valve for water | N/A | 13 | triple offset butterfly valve manufacturer | N/A | 78 |
| butterfly valve high performance | N/A | 16 | motorized butterfly valve | N/A | 80 |
| awwa butterfly valves | N/A | 17 | eccentric butterfly valves | N/A | 83 |
| high performance butterfly valves manufacturers | N/A | 17 | lugged vs wafer butterfly valve | N/A | 93 |
| butterfly valve type | N/A | 17 | butterfly valve with spindle | N/A | 94 |
| industrial butterfly valve | N/A | 20 | flanged type butterfly valve | N/A | 95 |
| awwa butterfly valve | 25 | 23 | | | |



Raven Review

Summary May 2021

TOTAL ISSUES



TOTAL ISSUES

3,789

TOTAL PAGES CRAWLED

281

VISIBILITY ISSUES

172

META ISSUES

97

CONTENT ISSUES

54

LINK ISSUES

1,652

IMAGE ISSUES

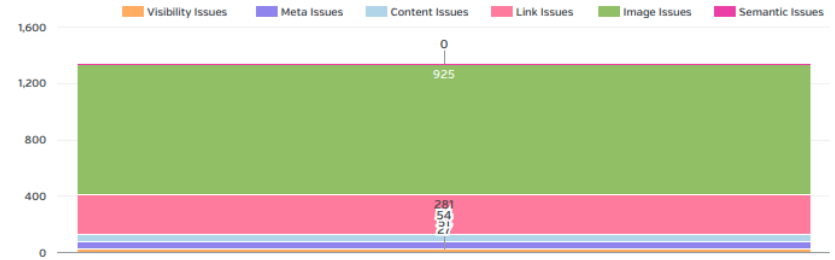
1,814

SEMANTIC ISSUES

0

Summary June 2022

TOTAL ISSUES



TOTAL ISSUES

1,338

TOTAL PAGES CRAWLED

132

VISIBILITY ISSUES

27

META ISSUES

51

CONTENT ISSUES

54

LINK ISSUES

281

IMAGE ISSUES

925

SEMANTIC ISSUES

0

Raven Report Review

Raven Reports offer website analytics which can show how fast, useful ,and user friendly a website is. It looks at the major issues in categories such as visibility, meta, content, image, link, and semantic.

Technical Actionable On Page Enhancements

- 28 Page Errors to ZERO
- 143 Redirects to 8
- 47 Broken Internal Links to ZERO
- 1,325 Internal Links Missing Alt to 58
- 12 Broken Images to 1
- 624 Images Missing Alt to 187

