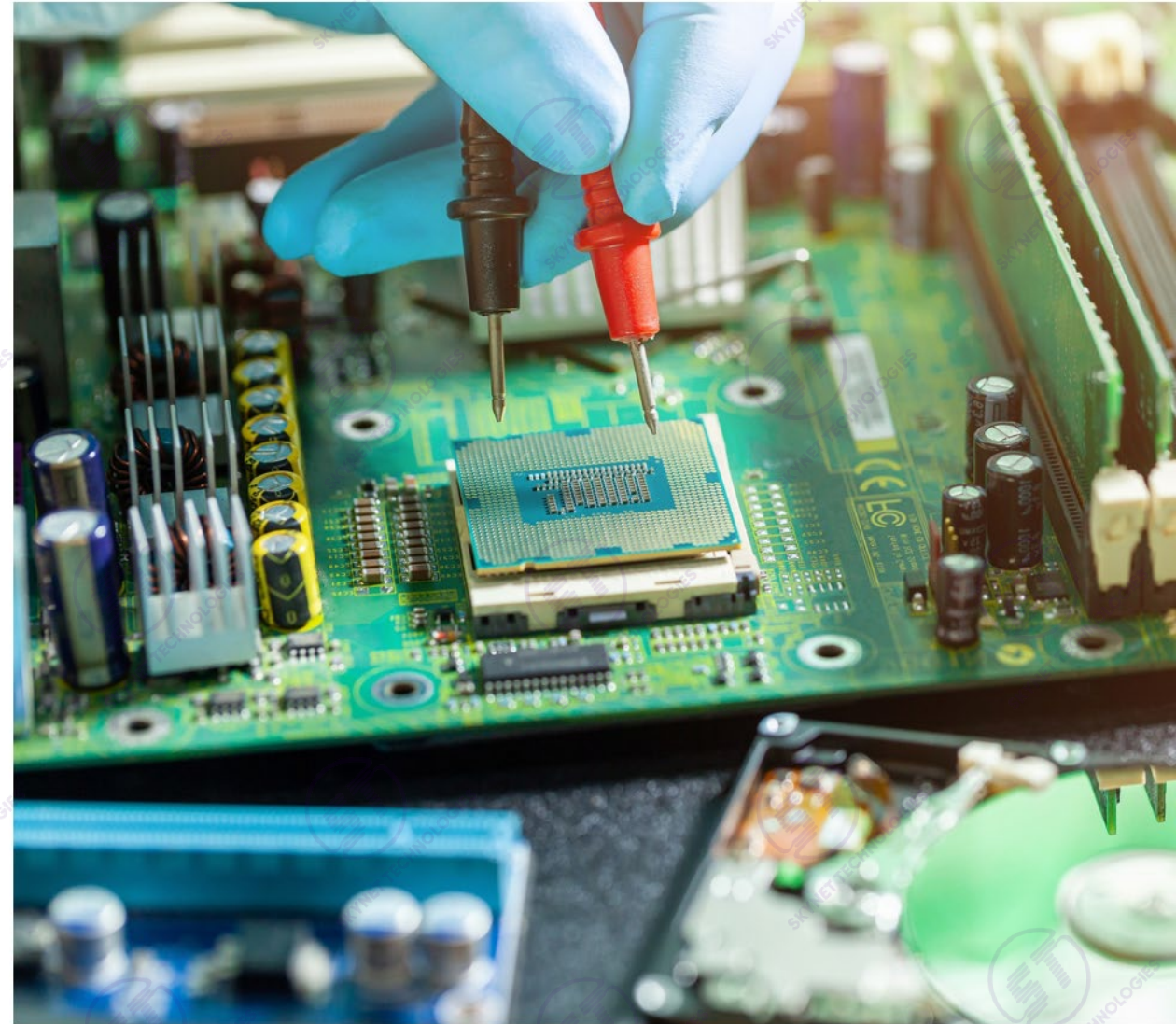




SKYNET TECHNOLOGIES

**LA Based PCB Assembly and  
Manufacturing Company  
Scales up 111% Organic Traffic  
and 70% Qualified Leads!**



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# Table of Contents

1. The Brief

2. Project Details

3. Biggest Challenges

4. The Approach and Solution

5. The Analysis

6. Result

7. Contact Information





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## The Brief

The client has over 40 years of combined experience in delivering electronics manufacturing services including PCB manufacturing, assembly, fabrication, prototyping, turnkey, and more to diverse industrial sectors.

In 2017, they have approached us to redesign and promote their website in a way that would make it easy for their users to navigate their site and it can increase their organic visibility for non-branded, industry focused keywords and ultimately it can increase conversion rate.

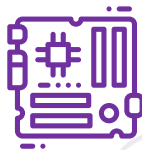
Later in 2020, they had asked us to make their website ADA compliant with WCAG 2.1 standards.





# Project Details

Please find following details about project type, size, used platform, and what kind of services we have served to them:



## Industry

PCB Manufacturer



## Project Size

Medium



## Services

UI/UX design  
Website Development  
ADA Compliant Website Design  
Search Engine Optimization



## Platform

WordPress  
HTML/CSS



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## The Challenge

Our focus was to lessen any traffic losses due to website redesign and URL changes. Also, it requires to create an organic search engine optimization strategy in a way that would not only drive more traffic to website by targeting specific keywords but also result in more qualified conversions and leads. It means analyzing website's performance on regular basis and readjusting the content strategy, resolving technical issues to ensure the best SEO practices are met.



# The Approach and Solution

We had the pleasure of being this clients' SEO partner for over 8 years. With in-depth understanding of their website and technical pain points, we have developed a solid on-page and off-page SEO strategy that has given them a 3X increase in organic traffic from 2017.

To make redesigning simpler, we have focused on the best SEO website migration practices:

- ➡ Set up a new XML sitemap
- ➡ Create a comprehensive URL redirection mapping strategy
- ➡ Optimize metatags and content as per targeted researched keywords
- ➡ Optimize current content on live website to overtake competition

Not limited to this, we have conducted a full SEO audit and applied the following strategies which helped them to enhance user experience and page #1 rankings:

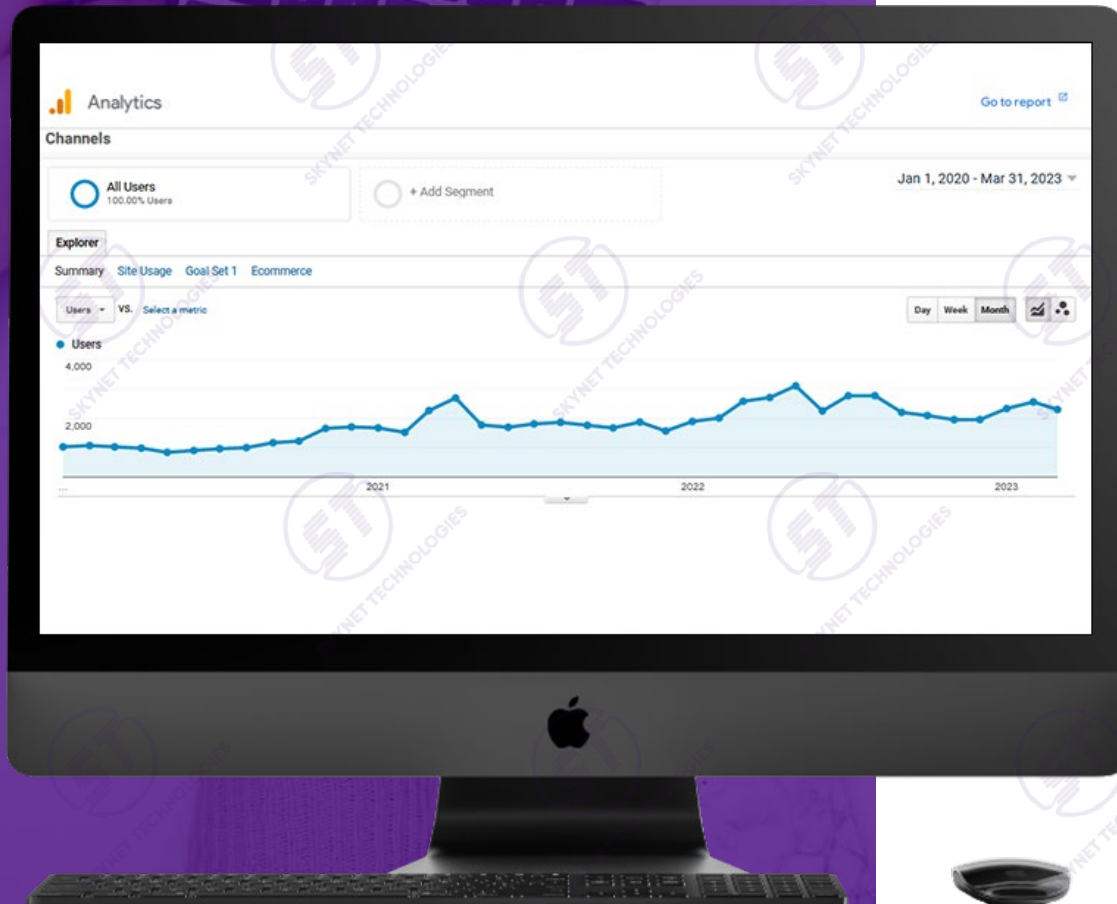
- ➡ Keyword research and new content development
- ➡ Schema implementation
- ➡ Overlay technical issues
- ➡ Long-tail keyword usage
- ➡ Backlinks
- ➡ Local SEO
- ➡ Website Navigation and Architecture
- ➡ Core Web Vitals
- ➡ Website Page Speed
- ➡ WCAG 2.1 Web Accessibility





# The Analysis

To find the right insights and data for long-term growth through above practices, we have picked the best-in-class SEO tools which we are using on a regular basis:



# Result

 **111%**

Increase in Organic Traffic

 **70%**

Increase in Goal Completion

 **70%**

Increase in Clicks

 **51**

Keywords in Page #1 Google SERP

Our recommendations proved rewarding as we saw 111% increase in organic traffic of comparing a year difference. Also, the client has achieved 70% increase in qualified leads. As of in March 2023, there are a total of 10 Keywords in Top 3 Google SERP position; 30 keywords are in Top 10 Google SERP position. This was not only due to basic SEO implementations but also through developing targeted content focused on users' queries.

With meeting the Google Page Speed guidelines and WCAG 2.1 accessibility guidelines; we have achieved a great user experience and decreased bounce rate.

Our long-term commitment to SEO continues to pay off as traffic growth and lead generation. We are continuously up to date with the latest industry trends as well to grab the new opportunities!

SEO changes fast; it comes with new challenges from algorithm changes to voice impacts as well. We provide comprehensive [SEO Services](#) with a well-established approach and ever evolved with the improvements over a time!







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Thanks for Your Time. Any Questions? You can connect with us at:



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