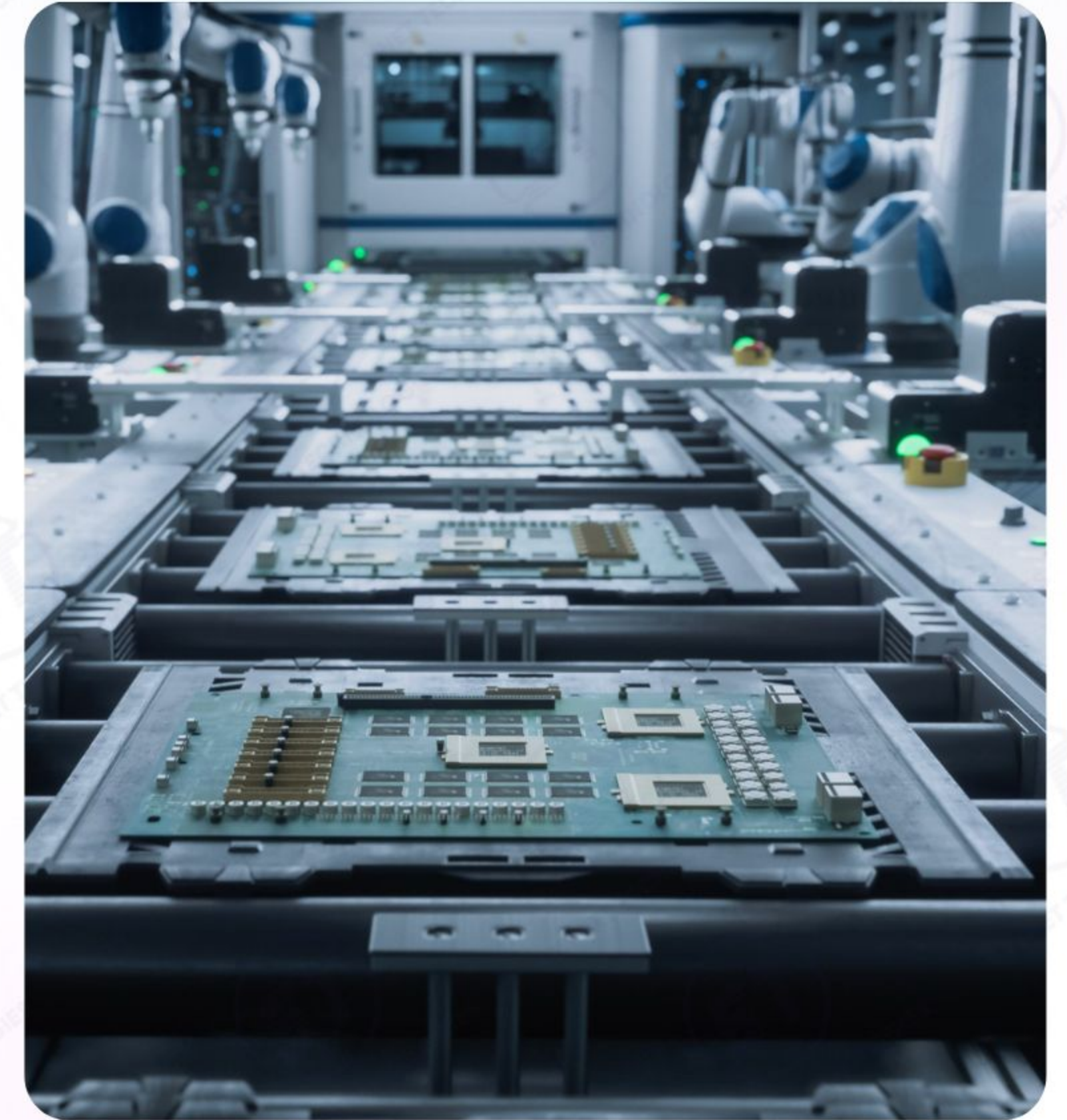




SKYNET TECHNOLOGIES

CASE STUDY

LA-Based PCB Assembly and Manufacturing Company Scales Up 11% Organic Traffic and 70% Qualified Leads!



Project Details



Industry

PCB Manufacturer



Project Size

Medium



Platform

WordPress, HTML/CSS



Services

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

The Brief

Client has over than 40 years of combined experience in rendering PCB assembly, PCB Fabrication, Small to Large volume of PCB prototyping, PCB Box Build, Partial and complete Turnkey PCB Assembly, SMT PCB Assembly and manufacturing services to the diverse industry sectors. They are capable to provide flexible and rigid-flex PCB assembly service, mastering mixed PCB assembly and production PCB assembly services as per client's requirements.

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.



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



Analysis

To find the right insights and data for long-term SEO growth, we have used following tools:

- Google Analytics 4
- Google Search Console
- SEMrush
- Moz Link Explorer



Result

↗ **111%**

Increase in Organic Traffic.

↗ **70%**

Increase in Goal Competition

↗ **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 now June 2022, there are a total of 13 Keywords in Top 3 Google SERP position; 38 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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