

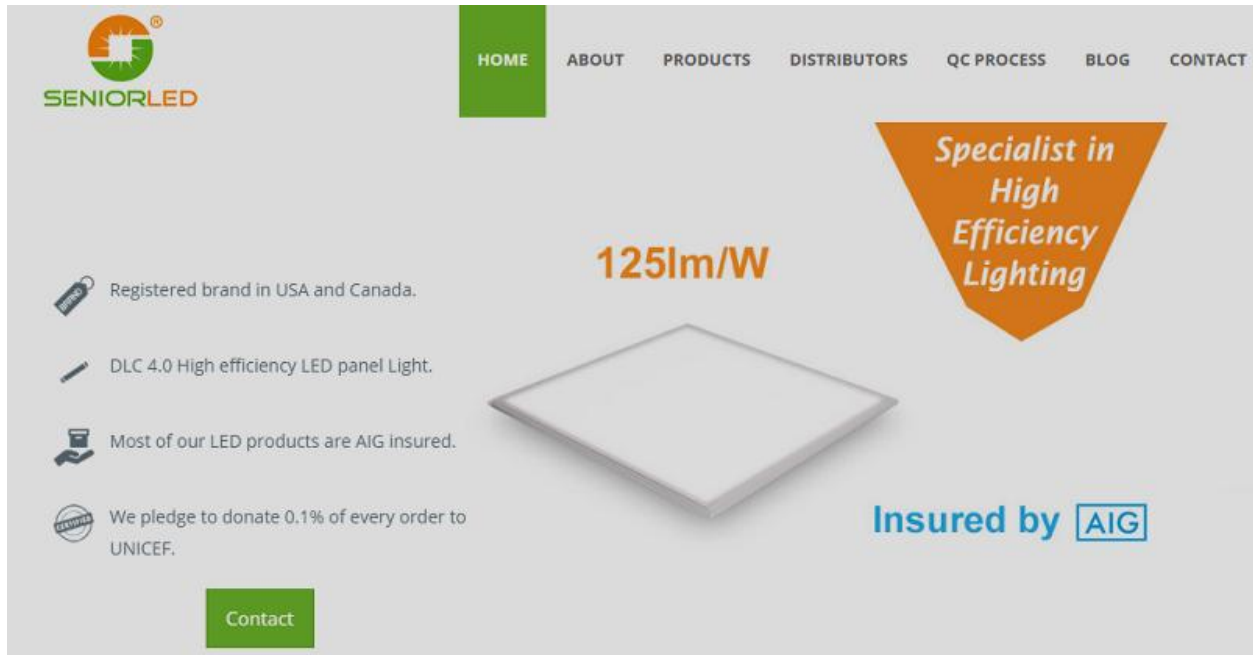
SEO & RANKING – CASE STUDY

seniorled.com



Client introduction

Seniorled (www.seniorled.com) is a China based LED brand registered in the USA and Canada. The experienced team of engineers manufactures and supplies lighting products for global audience and has rich client base in Europe, Middle East, and Asia.



Project deliverables

Seniorled had low SEMrush score 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:

- SEMrush score improvement
- Ranking for critical business keywords
- Digital asset creation

Initial analysis and findings

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

- Content duplication
- Tag issues
- Mobile unfriendly pages
- Poor onsite optimization

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

Action plan for SEMrush– Highlights

Team UpReports created a website optimization plan to improve the SEMrush 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 SEMrush, 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 of low SEMrush rank. Our team of copywriters replaced duplicate content with highly optimized descriptions.

URL duplication

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

Theme and mobile upgrades

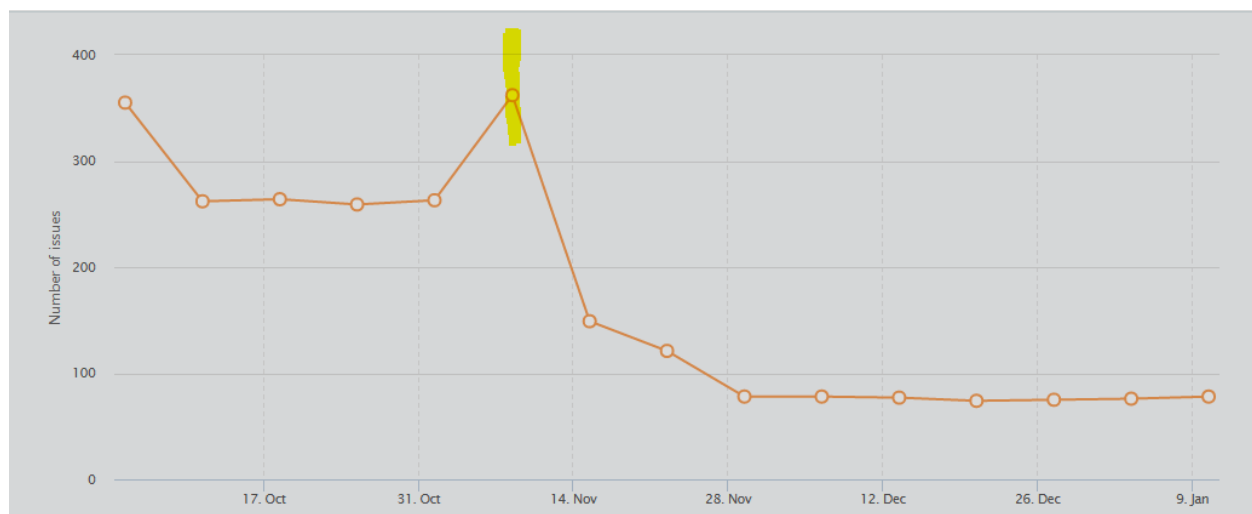
Some website pages weren't mobile friendly which could have caused ranking damage in future. Our team reported the issue and got them fixed. Old themes and plugins were also updated for better security and performance.

Server response code related issues

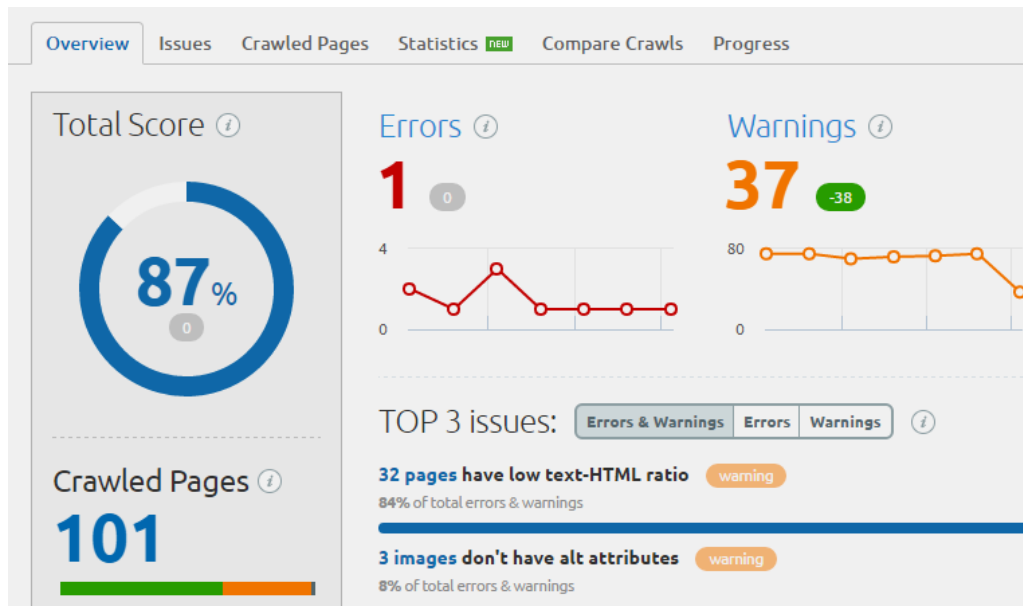
Chronic presence of 404 and 301 errors were limiting website's performance and hence ranking. Our team fixed all such issues.

SEMrush - Optimization results

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



When we started project, the SEMrush rank was around 60. After our optimization efforts, the rank improved to 87.



Action plan for ranking– Highlights

To improve 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 listings and optimization

Our team undertook extensive research to discover business listing platforms relevant to Seniorled. This not only improved brand's online presence but also created additional assets for business leads.

Our team also optimized business assets to further improve their position on search engines.

Content additions and updates

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 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 Seniorled team with relevant channels for coverage and guest contributions.

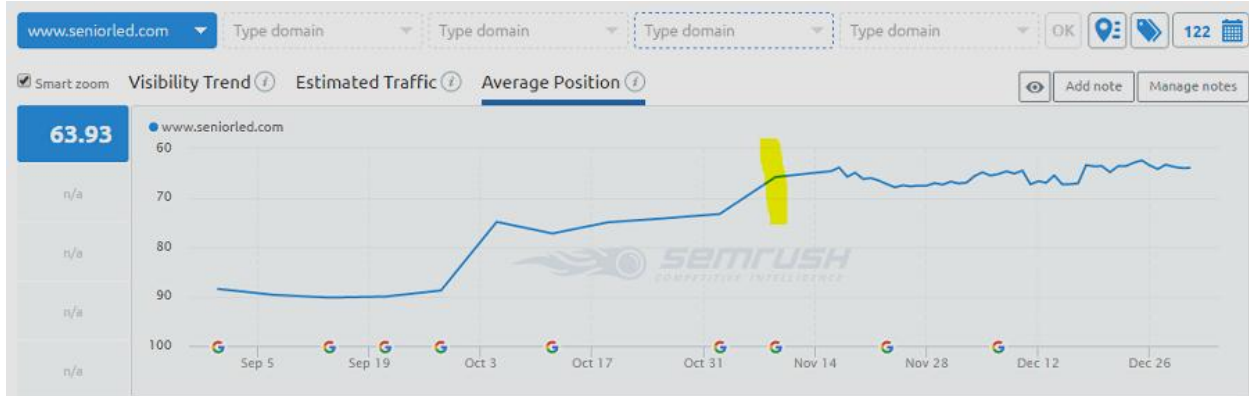
Ranking plan – Results

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



Conclusion

Team UpReports achieved success with all the project deliverables way before the timeframe stated by the client. We have a collective work experience of over 20 years and understand what it takes to deliver results on challenging projects.

Send an email at hello@upreports.com to discuss your business goals with top team of SEO experts and digital marketers.

