



Richard
Client

Acrylics & Plastic
Category

24.04.2023
Date

Canada
Lactation



Result



Our Results

50+ ↑

• KEYWORD RANKING

6k ↑

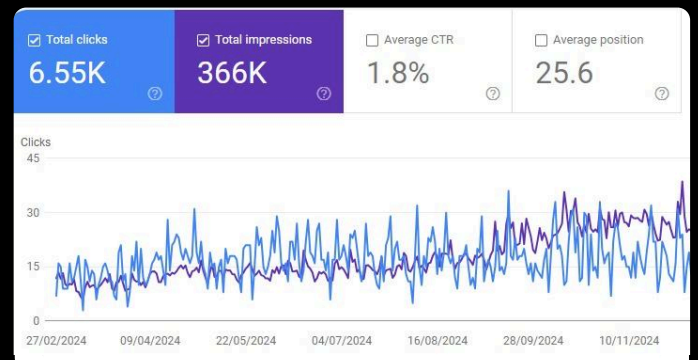
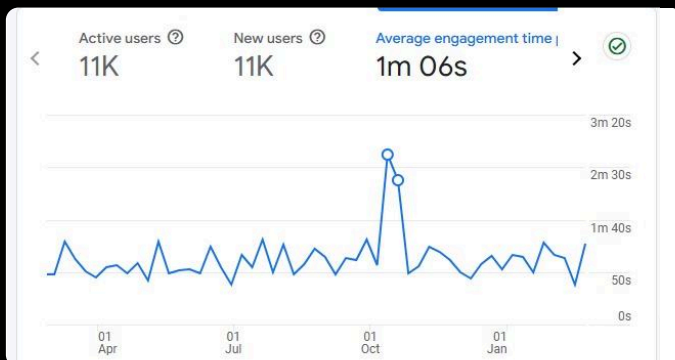
• INCREASED CLICKS

300k ↑

• INCREASED IMPRESSIONS

12k ↑

• INCREASED USERS BY



Client

About The Client

Acrylic Plexiglass is a Canadian company specializing in high-quality plastic and acrylic products. They offer a wide range of materials, including acrylic sheets, rods, and tubes, as well as polycarbonate and other plastics. Their products are suitable for various applications, from residential and commercial projects to industrial uses. In addition to supplying materials, Acrylic Plexiglass provides custom manufacturing services, including design, vacuum forming, machining, and silk-screening, catering to both standard and bespoke projects. They pride themselves on quality craftsmanship, competitive pricing, and fast turnaround times.

Objective

The Project Objective

The objective of this project is to improve keyword rankings and boost organic traffic for Acrylic Plexiglass through a strategic SEO approach. By optimizing on-page elements such as meta tags, headers, and content, alongside implementing a strong backlink strategy, the website will gain higher visibility in search engine results. A targeted content marketing plan will enhance user engagement, while technical SEO improvements will ensure better site performance and user experience. Additionally, local SEO efforts will help attract nearby customers searching for acrylic and plastic solutions. Continuous monitoring and analytics will guide ongoing optimizations, ensuring sustainable growth in organic traffic and improved search rankings.

Increase Clicks

Increase non-branded clicks by 10% during the first four months of engagement.

Increase Sessions

Increase organic sessions by 10% during the first four months of engagement

Challenges

Challenges Faced

Given below are some of the challenges Infidigit faced while implementing the above strategies:

Multiple keywords are given

URL issues

Internal page structures and seo issues

Broken Links

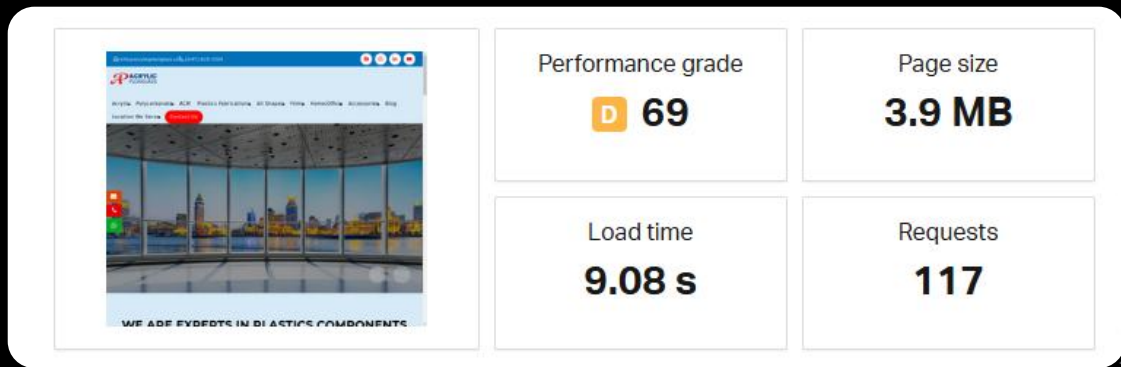
Solution

Digital Marketing Solutions

To counter these challenges, we carefully devised a strategy that included three major points:

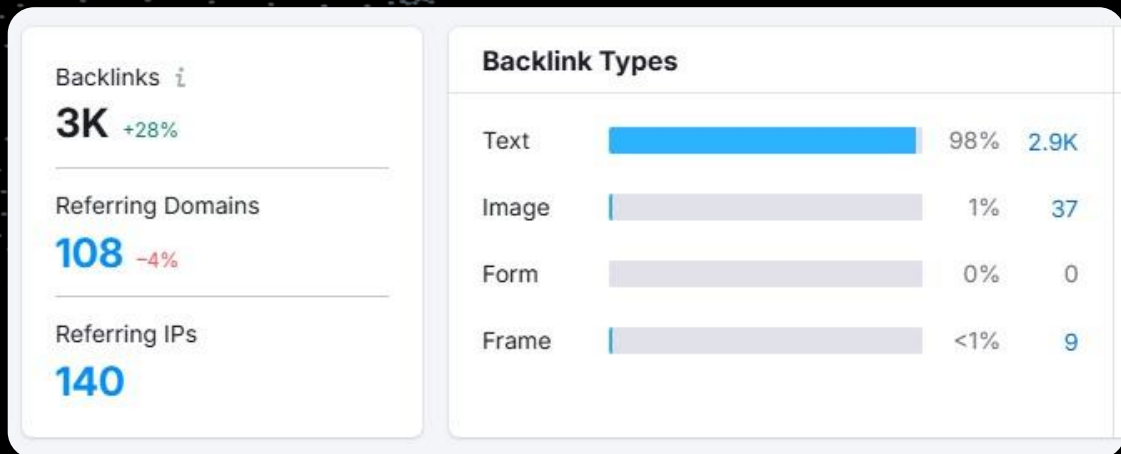
- **Mobile Friendly Website**

A mobile-friendly website is easy to use on mobile devices, with features like readable text, a responsive layout, and fast loading speeds. Elixir recommended fixing a pivotal discrepancy between desktop and mobile versions, which helped the brand increase its mobile rankings and be better prepared as the update rolled out.



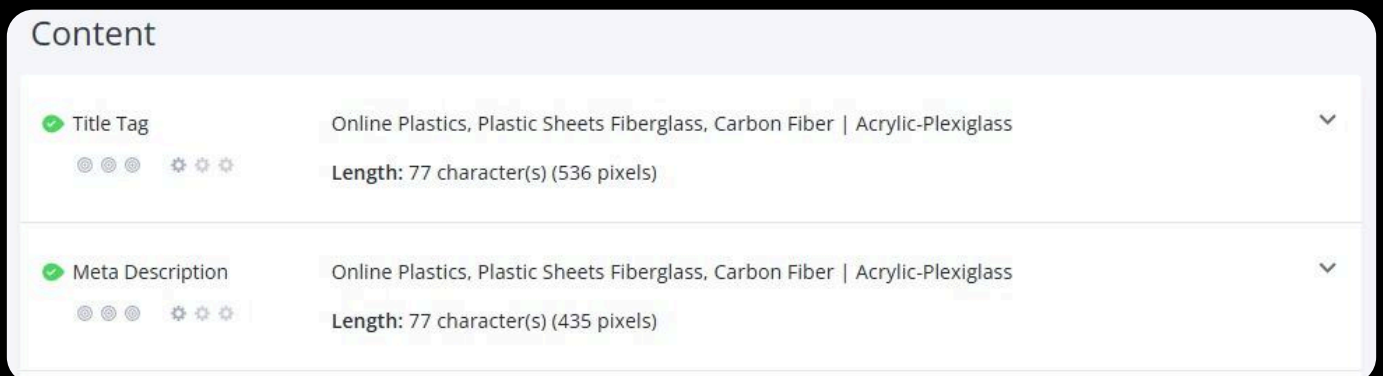
• Contextual Internal Linking & Backlinks

For the best user experience and improved crawling of the relevant pages, we worked towards implementing internal contextual linking on the main category pages. Besides that, blog sections were also used for internal linking to increase the crawling and page authority of the targeted pages.



• Header, Title and Meta Tag Optimization

Header tags were optimized to improve the website's overall SEO performance. The title and meta descriptions were updated based on targeted primary and secondary keywords to improve the rankings. This further helped improve the non-branded clicks.



S.N	Keywords	After SEO	Before SEO
1	plexiglass suppliers vancouver	1	NA
2	Maroon acrylic sheet	1	NA
3	acrylic display case Calgary	1	NA
4	Custom acrylic case	1	NA
5	plexiglass display case canada	1	NA
6	plexiglass Calgary	1	NA
7	Custom cut plexiglass Calgary	1	NA
8	Plexiglass Calgary	1	NA
9	Bronze plexiglass	1	NA
10	Clear plexiglass	1	NA



We're getting more website traffic and better conversion rates! Their SEO efforts bring in steady visitors and generate quality leads. Thanks, Quantum IT team Highly Recommended!

Richard
Manager, Canada