



SEO CASE STUDY: INDUSTRIAL COMPANY SG

WHO ARE WE?

Founded in Germany in 1989, this global enterprise expanded into the Asia Pacific region in 1996, establishing a privately owned business with over 30 years of industry expertise. Through continuous innovation and strategic growth, the company has developed a strong international presence, with offices and agents across more than 20 countries. Its diversified divisions maintain extensive inventories of high-demand cables, ensuring efficient and reliable delivery to meet customer needs worldwide. With decades of experience, the company has built a reputation for adaptability, quality, and global supply chain excellence.

Define Goals and Metrics

Goals:

1. Increase Organic Visibility & Rankings
2. Boost Targeted Traffic
3. Enhance Engagement & Conversions

Metrics:

1. **Keyword Rankings**
 - Track positions for priority keywords (e.g., "[-] cables Singapore").
 - Monitor ranking fluctuations.
2. **Traffic Growth**
 - Organic users/sessions (*Google Analytics*).
 - Traffic by country (*APAC focus: Singapore, Malaysia, China*).
3. **On-Page & Technical SEO**
 - Crawlability/indexation.
 - Page speed scores.
4. **Content Performance**
 - Top-performing pages.
 - Bounce rate (goal: <50%).
5. **Backlink Authority**
 - Domain Rating (DR) increase.
 - High-quality referring domains.

Keywords	Month 1	Month 2
Wire Cable	Not in top 100	not in top 100
Cable Harnessing	Not in top 100	not in top 100
Cable Supplier In Singapore	Not in top 100	45
Wiring Harness	Not in top 100	not in top 100
Cable Wire	Not in top 100	not in top 100
Marine Cables	Not in top 100	64
Special Manufacturing	Not in top 100	58
Solar Cable	Not in top 100	not in top 100
Cable Construction	Not in top 100	not in top 100
Composite Cable	Not in top 100	not in top 100



The Challenge

1. Low Keyword Ranking Performance

The goal is to rank 2-3 keywords on the first page of Google within 6 months, but current progress is 0%.

Issues:

- Weak on-page SEO (title tags, meta descriptions, content quality).
- Insufficient backlinks or low domain authority.
- High competition for targeted keywords.

2. Low User Acquisition & Traffic Growth

All traffic-related Key Results (users, new users, pageviews, organic traffic) are significantly below target (5-9% progress).

Issues:

- Poor Content Strategy: Content may not align with user intent or lacks optimization.
- Technical SEO Gaps: Slow page speed, mobile usability issues, or indexing problems.
- Low Visibility: Keywords not ranking → minimal organic traffic.
- Weak Conversion Paths: High bounce rates or poor user engagement.

Solutions Provided

1. Technical & On-Page SEO Fixes

Actions Taken:

- Installed Google Analytics for tracking.
- Updated metadata (29 pages with optimized titles/descriptions).
- Added alt texts to 100 images for better accessibility and SEO.
- Fixed sitemap issues in Google Search Console.

Result:

- Improved crawlability and indexation, contributing to a 152.94% increase in organic search traffic.
- Enhanced on-page SEO, likely supporting future keyword rankings.

2. Content Marketing Efforts

Actions Taken:

- Published 3 new blog articles.
- Syndicated 3 blog articles to expand reach.

Result:

- Contributed to a 176.70% surge in pageviews, indicating better engagement.
- Supported the 121.30% growth in new users, as fresh content attracted first-time visitors.



The Results

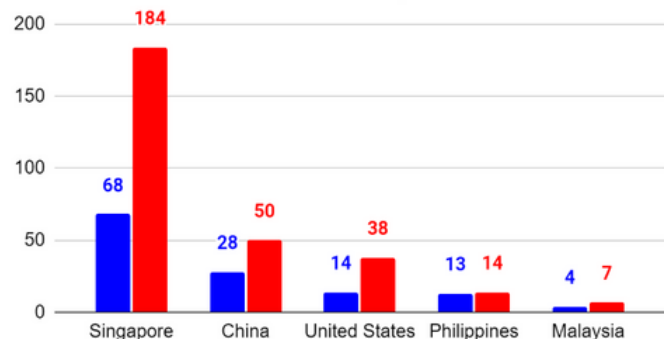
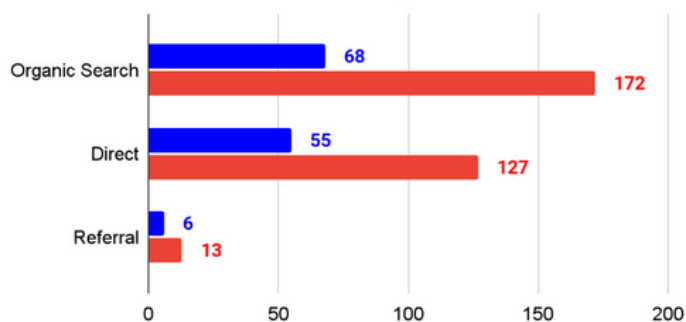
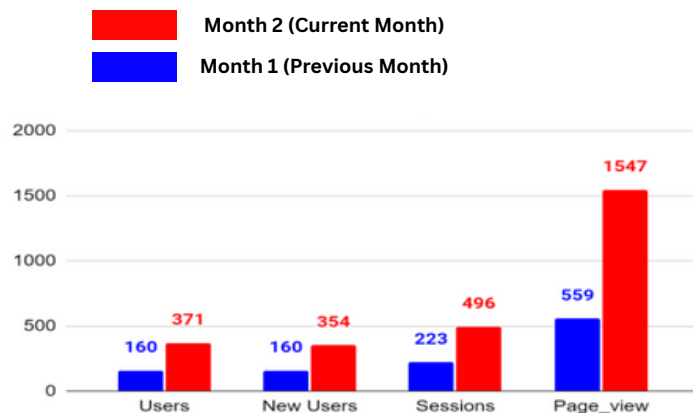
Traffic Growth & User Engagement

- Organic search traffic **grew by 152.94%.**
- Direct traffic (branded searches) **increased by 130.91%.**
- Referral traffic **rose by 116.67%**, suggesting off-site backlinks or mentions.
- Total users **increased by 131.90%**, with new users up by 121.30%.

Geographic Targeting Success

- Singapore remains the top traffic source (68 users), aligning with the client's target market.
- Secondary markets (China, U.S., Philippines) showed smaller but growing traction.

Website Traffic Month 1 vs Month 2



Key Takeaways

1. Focus on Local & Global Growth

- Prioritize Singapore and APAC rankings while leveraging 30+ years of industry authority for global competition.

2. Traffic Quality Over Quantity

- Target high-intent B2B keywords like "*industrial cables Singapore*" to attract qualified leads.

3. Technical SEO as the Foundation

- Improving sitemaps, metadata, and site speed has driven 152% organic traffic growth; maintaining this is crucial.

4. Content for Authority & Conversions

- Create blogs and product pages addressing buyer journey stages, leading to relevant quotes.

5. Link-Building for Rankings

- Lack of first-page rankings highlights the need for high-DA backlinks from industry sites and publications.

6. Metrics That Matter for B2B

- Focus on lead-generation actions (e.g., contact form submissions) to measure real ROI alongside traffic.

Conclusion

The implemented solutions, technical fixes, content creation, and on-page optimizations, drove significant improvements in organic traffic, user engagement, and direct/referral visits. However, keyword rankings and long-term traffic targets need further refinement, possibly through advanced link-building and ongoing content strategy adjustments. The foundation is set, but sustained effort is required to hit the OKR goals.

