CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)

How a Computer Repair Company
Skyrocketed to the Top of SEO Rankings



Computer Repair Services

OVERVIEW



OVERVIEW

In Saskatoon, Saskatchewan, a reputable computer repair company sought to enhance its online presence and attract more clientele using search engine optimization (SEO). This case study outlines the tactics implemented and the outcomes achieved within a defined timeframe.



ABOUT THE CLIENT

For more than two decades, our client has been dedicated to providing reliable computer and networking services across Saskatoon.



PROBLEM STATEMENT

Despite offering top-notch services, the company faced challenges with inadequate online exposure and attracting new customers in a fiercely competitive industry. Their website struggled with poor search engine rankings, resulting in diminished online traffic and fewer inquiries.

GOALS

The primary focus was to elevate search engine rankings for crucial computer repair terms, aiming to increase website traffic, expand impressions, and ultimately drive customer inquiries and sales.



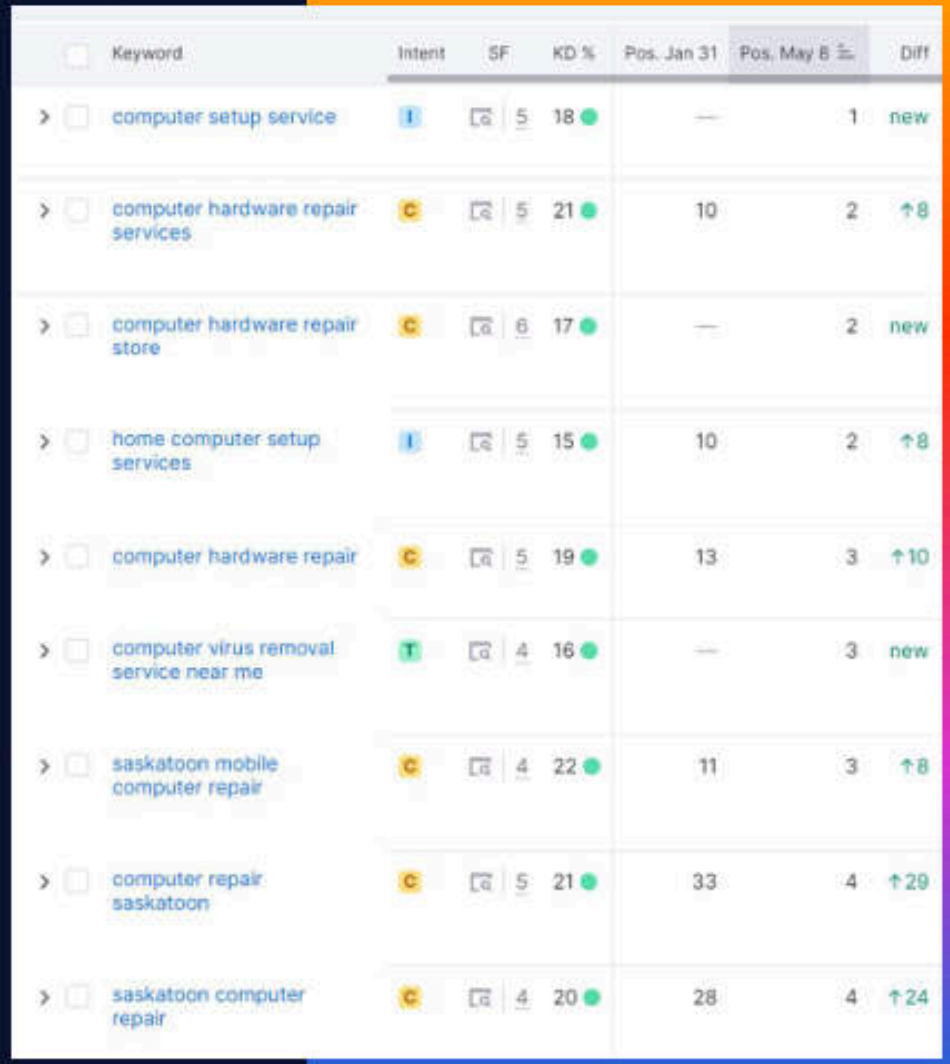
STRATEGY



We implemented a variety of SEO strategies tailored to computer repair services. Initially, we conducted thorough keyword research and optimized website content. This included developing blog posts, service pages, and educational material addressing common computer issues. Local SEO efforts were also emphasized, including optimizing the Google Business Profile listing, cultivating positive customer reviews, and ensuring consistent NAP (Name, Address, Phone number) information. Additionally, we executed comprehensive technical SEO enhancements to increase website speed, improve mobile responsiveness, rectify broken links, ensure proper indexing, and utilize schema markup.

DETAILED RESULTS

The data showcases remarkable improvements in search engine rankings for our targeted keywords. For instance, the keyword "computer hardware repair shop" climbed from rank 60 to 1, significantly enhancing visibility and driving more traffic to our website. Similarly, other keywords, such as "computer setup service" and "home computer setup services," also experienced notable ranking boosts.



Keyword	Intent	SF	KD %	Pos. Jan 31	Pos. May 8	Diff
computer setup service	I	5	18	—	1	new
computer hardware repair services	C	5	21	10	2	↑8
computer hardware repair store	C	6	17	—	2	new
home computer setup services	I	5	15	10	2	↑8
computer hardware repair	C	5	19	13	3	↑10
computer virus removal service near me	T	4	16	—	3	new
saskatoon mobile computer repair	C	4	22	11	3	↑8
computer repair saskatoon	C	5	21	33	4	↑29
saskatoon computer repair	C	4	20	28	4	↑24

FINAL OUTCOME

These improvements correlated with increased click-through rates (CTR) and impressions, affirming the success of our SEO strategies.

CONCLUSION

This case study demonstrates that through the continuous refinement of these strategies, our client is poised to strengthen their online footprint, attract a larger customer base, and thrive within the competitive landscape of the computer repair industry.

