

# Case Study – SEO – Abrams

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**Client Name:** Abrams Menachem

**Industry:** Ecommerce – LED Vehicle Light Manufacturer

**Country:** New York, United States of America

**Business Revenue:** 40M US Dollars

**Website:** <https://abramsmfg.com>

**Website Logo:**



## Client Overview:

Abrams.mfg is a leading ecommerce website that specializes in manufacturing and selling a wide range of Vehicle LED Light and Emergency Vehicle LED Light. The client approached Elevate Digitally for SEO services with the goal of increasing their organic search visibility, driving USA bases traffic to their website, and ultimately boosting online sales.

## Project Scope:

- 1. Website Revamping:** Perform a comprehensive website audit to spot usability issues, technical glitches, and navigation problems. Redesign the architecture for better user experience,

efficient navigation, and easy access to products. Enhance page speed by optimizing code, compressing images, and using browser caching. Ensure compatibility across devices with responsive design and boost security with HTTPS protocol. Create user-friendly forms for contact, inquiries, and subscriptions to capture valuable customer information.

- 2. Online Marketing:** The primary focus of the SEO project for AbramsMFG ways to improve on-page SEO elements, create high-quality content, and implement a comprehensive keyword strategy to enhance the website's ranking and organic traffic.

## Website Analysis Report when Started

Source/Medium ?	Users ?	New Users ?	Bounce Rate ?
	156 % of Total: 100.00% (156)	141 % of Total: 100.11% (141)	73.75% Avg for View: 73.75% (0.00%)

### Challenges:

#### 1. Intense Competition:

The client operated in a highly competitive industry with several established competitors and large e-commerce platforms dominating search results.

#### 2. Limited Organic Visibility:

The client's website struggled to appear on the first page of search engine results for critical industry-related keywords.

#### 3. Lack of On-Page Optimization:

The website lacked proper on-page optimization elements such as meta titles, descriptions, header tags, and keyword-rich content.

#### 4. Technical Issues:

The website suffered from slow loading times, broken links, and mobile responsiveness issues, impacting user experience and search rankings.

#### 5. Ineffective Content Strategy:

The existing content strategy lacked focus on user intent and failed to address user queries effectively.

## Elevate Digitally Strategy and Implementation:

#### 1. Website Development:

A comprehensive website audit was performed to identify usability issues, navigation challenges, and technical glitches.

The website's architecture was redesigned to enhance user experience and streamline navigation, ensuring that visitors could easily find and explore products.

Load times were optimized through code refinements, image compression, and leveraging browser caching, contributing to a faster and smoother browsing experience.

## 2. Keyword Research and Analysis:

Conducted thorough keyword research to identify high-potential keywords with reasonable competition.

Prioritized keywords that aligned with the client's product offerings and user intent.

## 3. On-Page Optimization:

Revamped meta titles and descriptions to be more compelling and keyword-rich.

Implemented header tags (H1, H2, H3) to organize content hierarchy and include targeted keywords.

Optimized product descriptions and category pages with relevant keywords.

## 4. Technical SEO Audit:

Performed a comprehensive technical audit to identify and address issues affecting website performance and crawlability.

Resolved slow loading times, fixed broken links, and improved mobile responsiveness.

## 5. Content Strategy and Creation:

Developed an engaging and informative blog content plan to address common customer queries and provide value to the audience.

Created high-quality blog posts incorporating long-tail keywords and actionable information.

## 6. Backlink Strategy:

Identified authoritative websites in the electronics and technology niche for potential backlink opportunities.

Engaged in outreach campaigns to secure relevant and quality backlinks to the client's website.

## 7. Regular Blogging:

A consistent blogging strategy was implemented, aiming to publish 10-15 well-researched and informative blog posts each month.

These blog posts covered a variety of topics related to industrial equipment, maintenance tips, industry trends, and customer stories, establishing Abrams.mfg as an authority in its niche.

**8. Keyword Research:**

A comprehensive keyword research was conducted to identify high-value, relevant keywords that aligned with Abrams.mfg's products and target audience.

We categorized keywords based on search intent, competitiveness, and relevance to the products offered.

**Results:**

After Three months of dedicated efforts and strategic implementation, the results achieved were significant:

**Month on Month Performance**

	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Traffic	11,012	9,013	10,893	12,362	13,631	13,693
Lead/Order	313	280	263	267	367	317

	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23
Traffic	11,836	10,783	11,099	11,101	13,127	12,968	14,268	15,489
Lead/Order	293	287	310	296	375	325	390	475

### Organic Traffic Growth:

Month-on-month organic traffic increased by an average of 20%, indicating the successful impact of the SEO strategies implemented.

### Keyword Rankings:

All targeted keywords experienced a significant improvement in rankings, with most of them achieving positions within the top 10 search results.

### Content Impact:

The enhanced product descriptions and blog posts not only contributed to better search visibility but also engaged and educated the website's visitors, leading to longer on-site durations and reduced bounce rates.

### Brand Authority:

The regular publication of informative blog posts positioned Abrams.mfg as an industry thought leader, fostering trust and credibility among its target audience.

### Current Analysis Report

Session default channel group ▾	+	↓ Users	New users	Engagement rate	Bounce rate
		15,489 100% of total	11,331 100% of total	79.86% Avg 0%	20.14% Avg 0%

### Check the Comparison Report Below:

Parameter	Before Website Development (Jan 2021)	After Website Development (July 2023)	% Growth
Organic Users	156	15,489	98.99%
Keywords Visibility (Keywords Count)	4	42	90.48%
Audience Visibility (Keywords Search Volume)	5,160	157,570	96.73%
Leads Growth	24	475	94.95%

## Budget Planning:

Budget	Up to 50K USD
Paid Marketing	60%
Guest Posting	10%
Web Development	20%
Content Writing	10%

## Keyword Ranking Report:

List of Keywords	Before Website Development (Jan 2021)	After Website Development (July 2023)
Emergency Vehicle Lights	NA	3
led strobe lights	NA	2
strobe lights truck	NA	5
led amber light bars	NA	5
emergency lights for cars	NA	6
strobe light for trucks	NA	7
emergency truck lights	NA	9

emergency light bar	18	10
led lights emergency	NA	11
emergency lights for vehicle	NA	15
emergency car lights	NA	18
LED warning lights for emergency vehicles	19	17
LED warning light bars	NA	9
LED emergency vehicle warning lights	NA	8
led emergency vehicle lights	NA	6
low frequency siren	NA	2
led strobe lights	NA	1
mini light bars	NA	15
vehicle emergency lights	NA	3
truck strobe lights	NA	4
strobe lights for trucks	NA	8
emergency strobe lights	21	9
led tractor lights	NA	7

led beacon light	NA	8
emergency vehicle lighting	NA	9
mini led light bar	NA	10
emergency light bars	NA	11
led police lights	NA	18
trailer reflective tape	23	17
emergency vehicle warning lights	NA	16
led dash lights	NA	15
led strobe light bar	NA	13
police light bar	NA	17
blaster series	NA	18
emergency lights for cars	25	21
led strobe lights for trucks	NA	20
led grill lights	NA	17
led emergency lights	NA	14
vehicle strobe lights	NA	8
led lights for trucks	NA	19



**Conclusion:**

The SEO project for Abrams.mfg demonstrated the effectiveness of a well-rounded approach that includes on-page optimization, content creation, and consistent blog posting. The remarkable increase in organic traffic and keyword rankings underscored the success of the strategies employed. By establishing a strong online presence, Abrams.mfg solidified its position as a leading player in the industrial equipment market, ultimately boosting its sales and revenue.

**Team Structure:**

