CASE STUDY

Wave Construction: Rising Up the Ranks Through Quality Website Content and Links

Industry
Construction

Type of Campaign
SEO

Digital Marketing Partner
Coffeebot Solutions
Local Industry
Search Ranking Result

In just 5 months, we were able to achieve good ranking for the keywords in google.com.ph with off site and pre-optimization efforts.

Package applied for optimization was the localized package.

- We ranked 5 keywords within top 3
- We ranked 13 keywords within top 5
- We ranked 17 keywords within top 10
COMPANY DESCRIPTION

As a company specializing in supplying and installation of Aluminum Cladding, WAVE Construction Industries, Inc., is intent on providing highest quality and standard installation in all its projects. WAVE is expanding on that reputation by maintaining experienced civil engineers and installers.

Having trained civil engineers, WAVE Construction self-performs majority of the division of work required to make a quotation. This provides us with a competitive advantage in terms of pricing when bidding for projects. Providing quality work is of the highest importance.

TARGET AUDIENCE

Location
Davao City, Philippines

Demographic
Contractors and construction companies
Goals

Rank waveconstruction.com, a brand new website, in Google.com.ph. Results should be achieved after 3-5 months right after the site launching through continuous SEO services implementation for few relevant brand and non-brand keywords listed below:
Brand Keywords
wave construction industries
wave construction industries inc
wave construction

Non-brand Keywords
acp installation in Davao
acp installation service in Philippines
aluminum composite panel in Davao
aluminum composite panel supplier in Davao
construction equipment rental service provider in Davao
construction equipment rental service in Davao
solid blocks manufacturer in Davao
aac supplier in davao city
aluminum composite panel provider in Davao
heavy equipment rental service provider in Davao
acp supplier in davao
construction equipment rental in Davao
heavy equipment rental service in Davao
solid blocks supplier in Davao
<table>
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<tr>
<th>TYPE</th>
<th>KEYWORD</th>
<th>OLD RANK</th>
<th>CURRENT RANK</th>
</tr>
</thead>
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<td>Brand</td>
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Our SEO Strategy

We only use white hat technique. Our SEO project implementation phases are (a) Website Assessment, (b) On-Page Optimization, (c) Off-Page Optimization, and (d) Reporting & Documentation. The four stages will be repeated continuously (depending on the time-frame being set for a specific website) so as to make optimization meet higher level of effectiveness.
Website Assessment

After launching the waveconstruct.com website, we performed in-depth check and analysis for on-page and off-page elements. This is to determine the issues and the corresponding resolutions.

For the on-page, we checked the following:

- Domain Strength (Authority, Age, Trust Flow, etc.)
- No. Of Pages
- Keyword Research and Analysis
- Responsive Layout/Design
- HTML/CSS Codes Issues
- Page Titles
- Meta Description
- Broken Links (404 errors)
- Redirects (301/302)
- Code to Text Ratio
- Page Loading Time/Page Speed
- Internal and External Links Count

For off-page, the following were checked:

- No. of Indexed Pages
- No. of Backlinks
- Backlinks Quality
- Current Ranking in Search Engine Result Page (SERP)
- Web Hosting Server Stability
- Others (CDN, and other off-page elements)
Before implementing off-page SEO campaign, on-page optimization was performed. This is very crucial in general SEO process: it is the website content that really matters and not the inbound links alone. If the website is not good, then the ranking process would be difficult. Website issues enumerated below were addressed and fixed.

- Title Tags/Page Titles
- Meta Tags (Keywords and Description)
- Web Layout & Design
- Keywords
- Web Content
- Alt Text for Images
- Search Engine-Friendly URL
- HTML and XML Sitemap
- Homepage URL Consistency
- Code to Text Ratio of HTML Pages
- Page Loading Time/Page Speed
- Broken Links
- HTML Code Validation & CSS Code Validation Error Fixing
- Internal Link Building
- On-Page Blog Posting
On-Page Optimization

We implemented one-way linking method as a dominant optimization strategy. One-way linking is the most effective way of building links for the site rather than reciprocal, three-way linking method, and others.

- Off-Page Blog Posting
- Article Writing
- Social Media Optimization
- Industry-Relevant Directory Submission
- Geo-Specific Directory Submission
- Citation Building
Samples of SEO Output

Sample on-page blog posting output:

- http://waveconstruct.com/benefits-aluminium-composite-panel/
- http://waveconstruct.com/multiple-aluminum-composite-panel/

Note: Use of anchor texts for exact match keywords were limited in order to avoid being flagged as spammy. Anchor texts were also embedded to sound intrinsically part of the sentence and the entire content.
Samples of SEO Output

Sample off-page blog posting output:

- https://waveconstruction.wordpress.com/2018/07/24/important-things-you-should-know-before-renting-heavy-equipment/

Note: Creating third-party (off-page) blogs is easy and free. However, brands like WordPress.com and Blogger.com automatically remove and ban content which are specifically use only for link spamming. This is why, the content posted in these off-page blog sites were also subjected to quality assurance—making sure that the content would make sense, relevant, and helpful to both human readers and search engine bots.
Samples of SEO Output

Sample articles:

http://www.apsense.com/article/construction-companies-that-you-should-not-deal-with.html
Samples of SEO Output

Sample blog comments:

http://disq.us/p/1tuffmr
http://disq.us/p/1u46ezm
http://disq.us/p/1ud4655
http://disq.us/p/1ug2ox4
http://disq.us/p/1urn184

Note: Blog commenting is the least effective strategy of all SEO tasks. However, its contribution to build quality link portfolio is still important.
Conclusion

They key to our successful implementation of SEO services is the adherence on the rule of quality website content and quality links over quantity. Unlike the previous SEO techniques where the quantity played a vital role to rank in search engines like Google, the current trend is more on the content usefulness and relevance. These two embody the qualitative characteristics of SEO, which serve as the guiding principle when strategizing and implementing SEO services to our client website.
Coffeebot Solutions is a digital marketing company that offers SEO services, social media optimization, lead generation, affordable web design and other general virtual assistant services. We have helped businesses from different parts of the globe reach their goals through implementing the right strategies based on their needs.
SOCIAL MEDIA MANAGEMENT

We create social media calendars and multimedia materials for clients, monitor their accounts, manage their social media interactions, and create measurable targets for reach and engagement.

LEAD ACQUISITION

We identify the Right and Active contacts that qualify in your target market. We make sure that no marketing content gets wasted or ignored.

PAID CAMPAIGN MANAGEMENT

We implement and manage Pay Per Click or Paid campaigns, whether it’s on Facebook, Twitter or Google platforms, as one of the fastest way of getting results and conversion.

SEARCH ENGINE OPTIMIZATION

We strategize and implement SEO campaigns to help businesses boost their search rankings on Google and increase their website visibility.

GRAPHIC DESIGN

We create graphic materials for clients, including but not limited to logos, posters, brochures, and advertising materials.

WEB DEVELOPMENT

We create user-friendly, responsive, and SEO-ready websites for businesses through native coding and a competent Content Management System.
SOME OF OUR CLIENTS
THANK YOU!
WWW.CAFFEINE ROBOT.COM