



## CASE STUDY

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

Industry

**Construction**

Type of Campaign

**SEO**

Digital Marketing Partner

**Coffeobot Solutions**



[www.caffeinerobot.com](http://www.caffeinerobot.com)

# 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**



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## 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

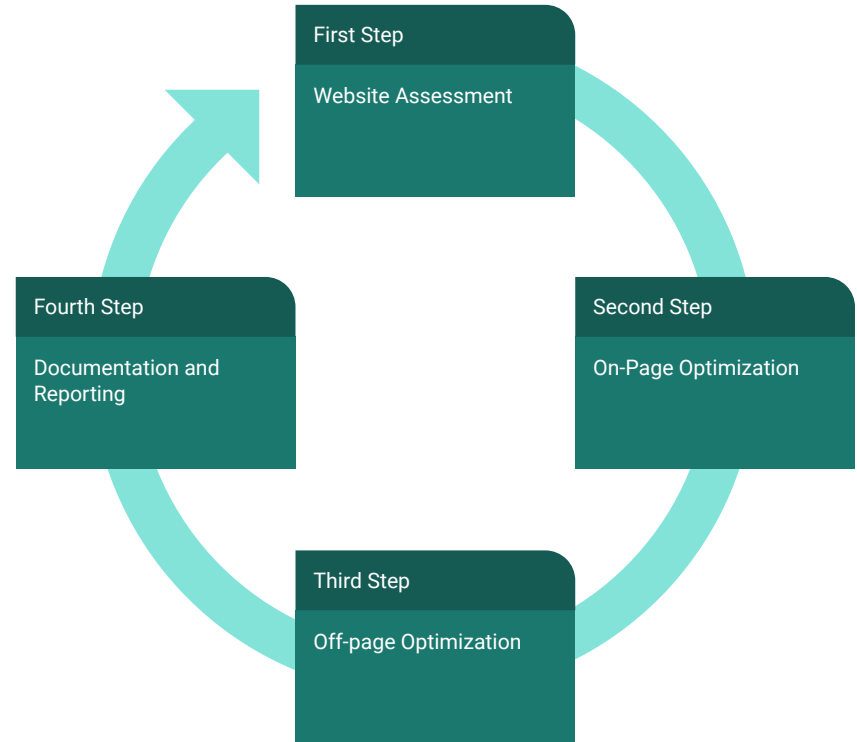


TYPE	KEYWORD	OLDRANK	CURRENT RANK
Non-Brand	acp installation in Davao	not in top 100	1
Non-Brand	acp installation service in Philippines	not in top 100	1
Non-Brand	aluminum composite panel in Davao	not in top 100	2
Non-Brand	aluminum composite panel supplier in Davao	not in top 100	3
Non-Brand	construction equipment rental service provider in Davao	not in top 100	3
Non-Brand	construction equipment rental service in Davao	not in top 100	4
Non-Brand	solid blocks manufacturer in Davao	not in top 100	4
Non-Brand	aac supplier in davao city	not in top 100	5
Non-Brand	aluminum composite panel provider in Davao	not in top 100	5
Non-Brand	heavy equipment rental service provider in Davao	not in top 100	5
Non-Brand	acp supplier in davao	not in top 100	7
Non-Brand	construction equipment rental in Davao	not in top 100	7
Non-Brand	heavy equipment rental service in Davao	not in top 100	7
Non-Brand	solid blocks supplier in Davao	not in top 100	8
Brand	wave construction industries	not in top 100	4
Brand	wave construction	not in top 100	5
Brand	wave construction industries inc	not in top 100	5



# 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)







# On-Page Optimization

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-renting-heavy-equipment-davao-city/>
- <http://waveconstruct.com/comprehensive-guide-renting-construction-equipment-philippines/>
- <http://waveconstruct.com/benefits-aluminium-composite-panel/>
- <http://waveconstruct.com/top-reasons-aac-block-red-bricks/>
- <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/>
- <https://waveconstruction.wordpress.com/2018/07/31/when-is-the-perfect-time-to-buy-construction-equipment/>
- <https://waveconstruction.wordpress.com/2018/08/07/best-cladding-materials-for-the-philippines/>
- <http://waveconstruction.blogspot.com/2018/08/qualities-of-good-masonry-unit.html>
- <http://waveconstruction.blogspot.com/2018/10/buildings-that-are-great-for-aluminum.html>

*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/choosing-the-right-construction-supplier-in-davao-city.html>

<http://www.apsense.com/article/qualities-of-a-great-construction-service-provider.html>

<http://www.apsense.com/article/construction-companies-that-you-should-not-deal-with.html>

<http://www.apsense.com/article/common-challenges-construction-companies-now-face-in-the-philippines.html>

<http://www.apsense.com/article/aluminum-composite-panel-installation-overview.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.*

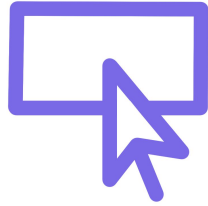




## Conclusion

The key to our successful implementation of SEO services is the adherence to 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.





# SEO

The World Wide Web is a big place. Your clients are looking. You need to be seen.

Contact us to  
LEARN MORE ABOUT  
SEO



# ABOUT US

COFFEEBOT SOLUTIONS

**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.

# OUR SERVICES

## **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.CAFFEINEROBOT.COM](http://WWW.CAFFEINEROBOT.COM)