



simplified marketing

SEO Success Story

Growth Of An Energy Company

Prepared by Simplified Marketing



Problem 1: Despite a strong international presence, they were not effectively reaching or engaging potential clients in emerging industries ripe for their solutions.

Problem 2: Their valuable content, while informative, wasn't optimized to resonate with diverse target audiences or effectively showcase their unique selling propositions (USPs) across different sectors. Furthermore, the content lacked proper SEO optimization.

Problem 3: The value proposition wasn't clearly defined or optimized for their money making landing pages, making it difficult for potential customers to understand the specific benefits offered.

Goal: Penetrate new markets, increase website traffic, improve organic rankings, and drive conversions by creating targeted content that clearly articulated their services, value, and USPs.

The Challenge

Simplified Marketing's SEO Action Plan for an Energy Company

October 2024 - Start of Partnership

- Defined key SEO objectives.
- Identified critical technical and on-page SEO issues impacting search visibility.
- Began implementing solutions to resolve the identified technical issues, laying the groundwork for improved search engine performance.

November 2024: Content & Optimization

- Published initial batch of SEO-optimized blog posts targeting relevant keywords.
- Enhanced two high-priority landing pages to improve user experience and conversions.
- Continued resolving technical issues to solidify website foundation including updating all SEO titles and meta descriptions.

December 2024 - Current: Refinement & Ranking

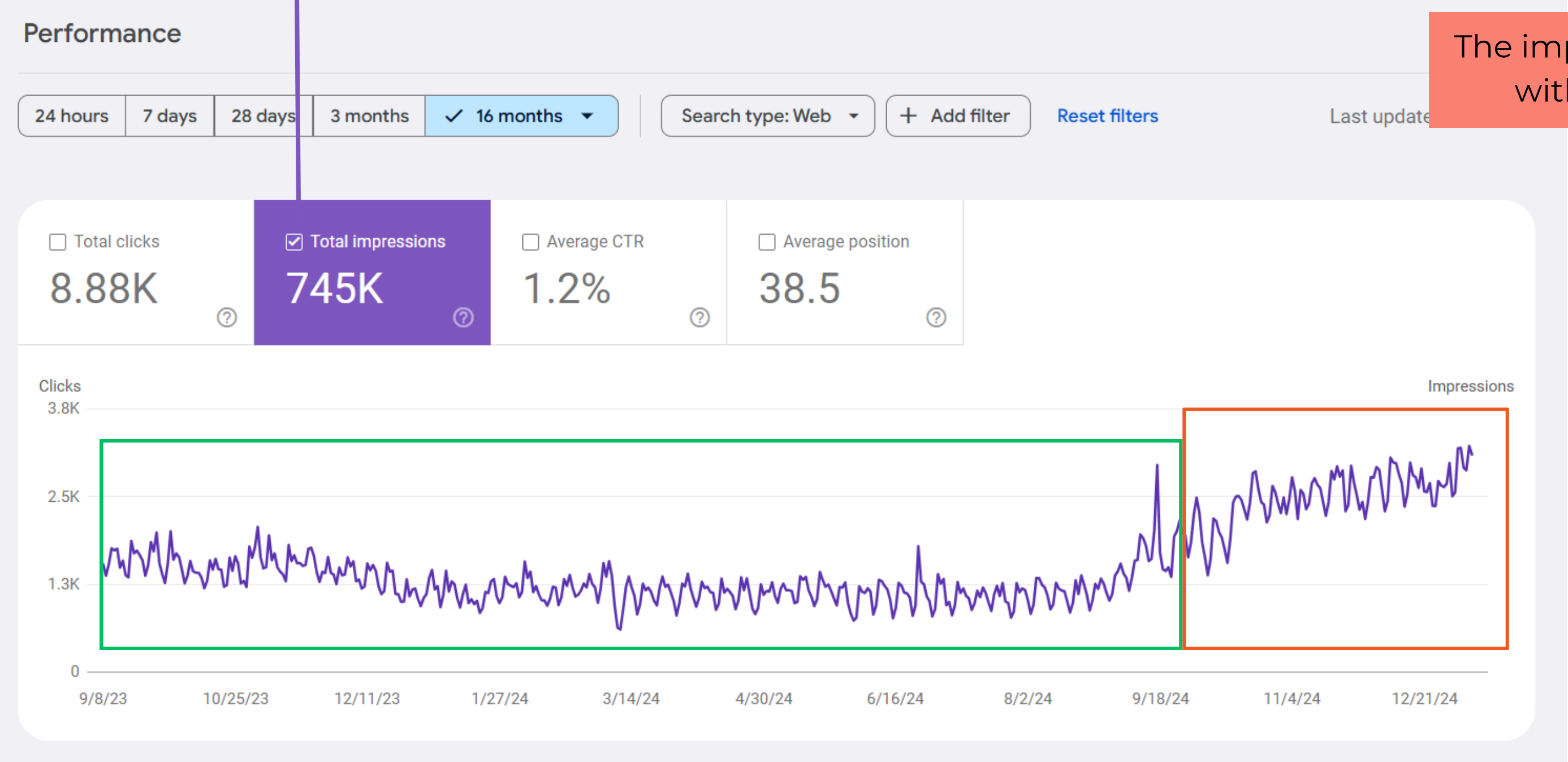
- Optimized website layout for improved user experience (UX) and engagement.
- Continued regular content publication to attract and engage target audience.

An **'impression'** simply means the number our website appeared in someone's search results. Think of it like a billboard: if our website is a billboard, an impression is each time a car drives by.

Sep 2023 to Sept 2024 the website impression gets only < 2k a day

Oct 2024 - Started working with Simplified Marketing.

The impression is steadily increasing with **> 2.5k almost every day**



Impressions

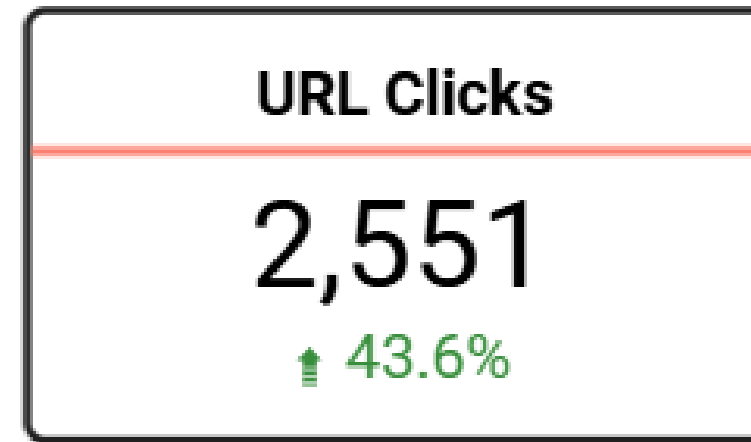
296,169

↑ 82.2%

The website had 290k+ of impressions from Oct 1 2024 - Jan 10 2025.

A 82% increase compare to the previous period.

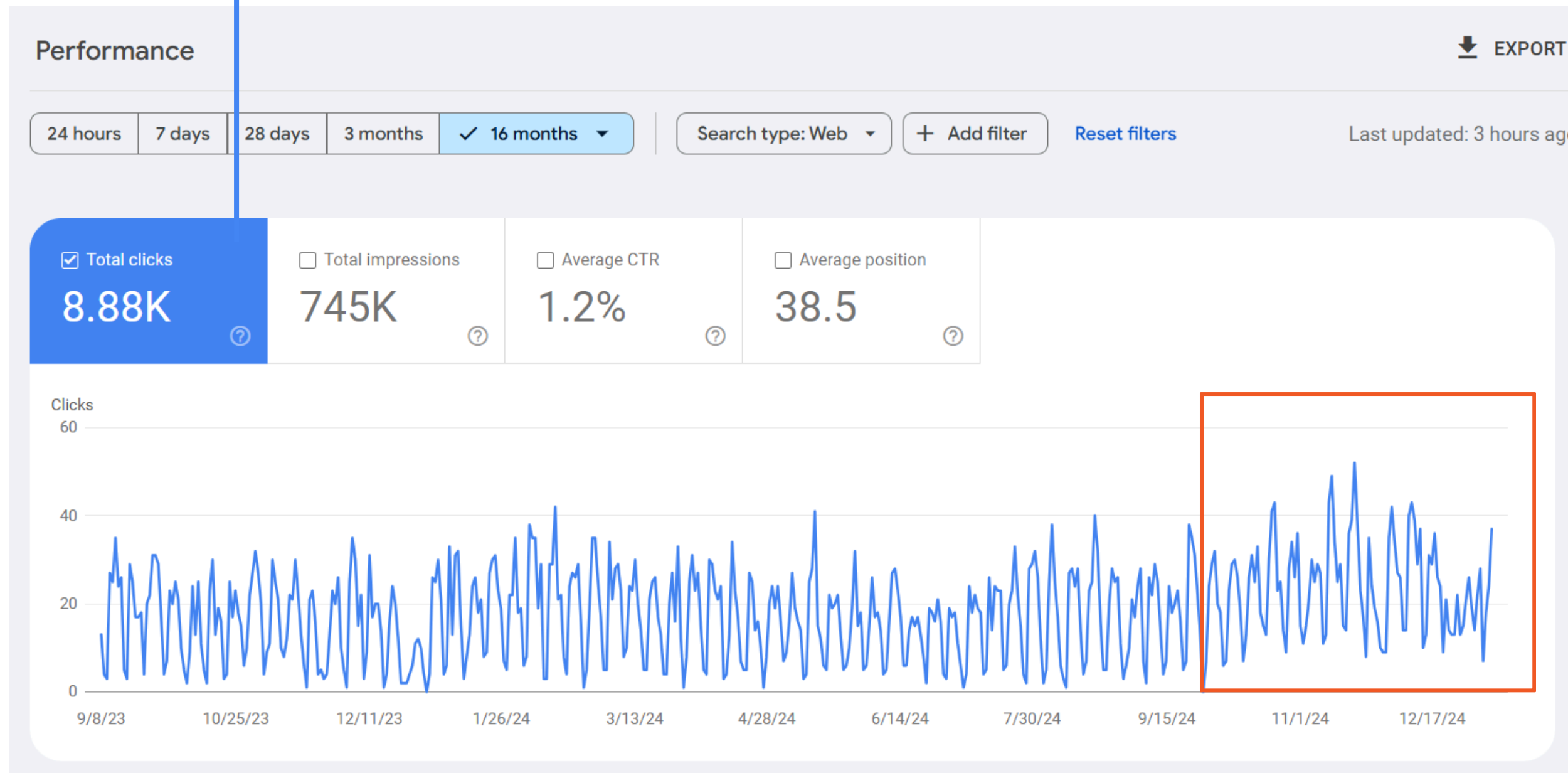
A **'click'** occurs when someone sees our website in their search results and then clicks on it to visit our site. These are users actively choosing to engage with us.



The website had 2.5k+ of Clicks from Oct 1 2024 - Jan 10 2025.
A 43% increase compare to the previous period.

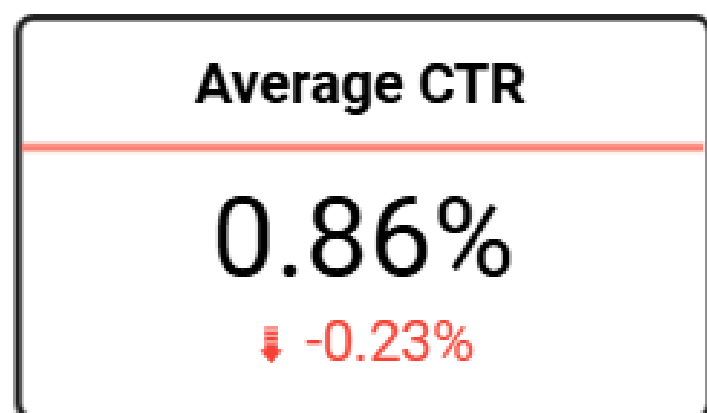
Increased clicks mean our search listings are getting more relevant to our audience.

It's completely normal and common to see a dip in the clicks during **weekends** and over the **holidays**, as our target audience is usually inactive at these times.



'Click-Through Rate' or **CTR** is the percentage of people who saw our website in search results (impressions) and actually clicked on it.

CTR = Clicks / Impressions



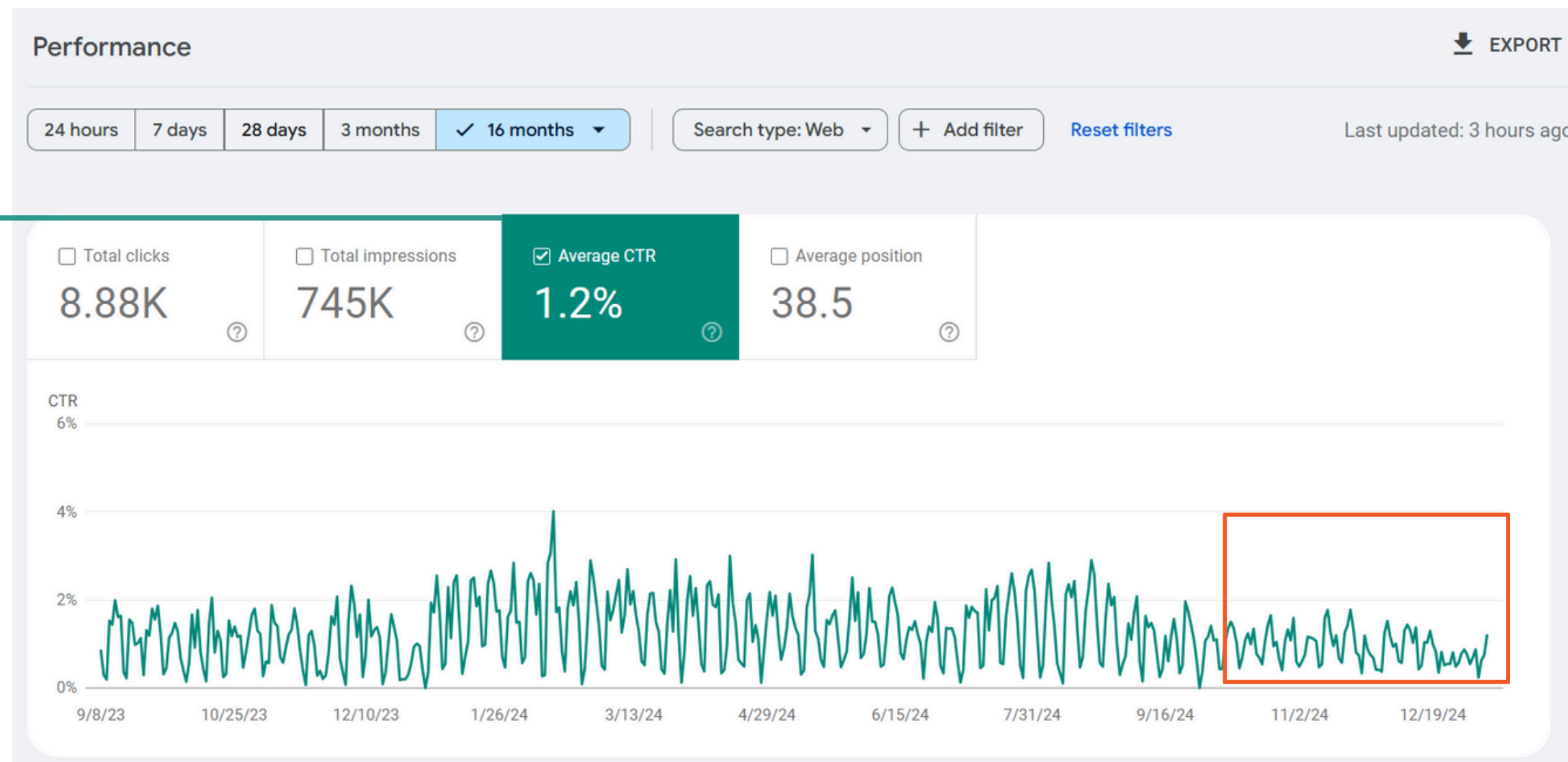
The website had 0.86% average CTR from Oct 1 2024 - Jan 10 2025.

A 0.23% dip compare to the previous period.

Our SEO strategy generated an 80% increase in impressions, significantly expanding our reach.

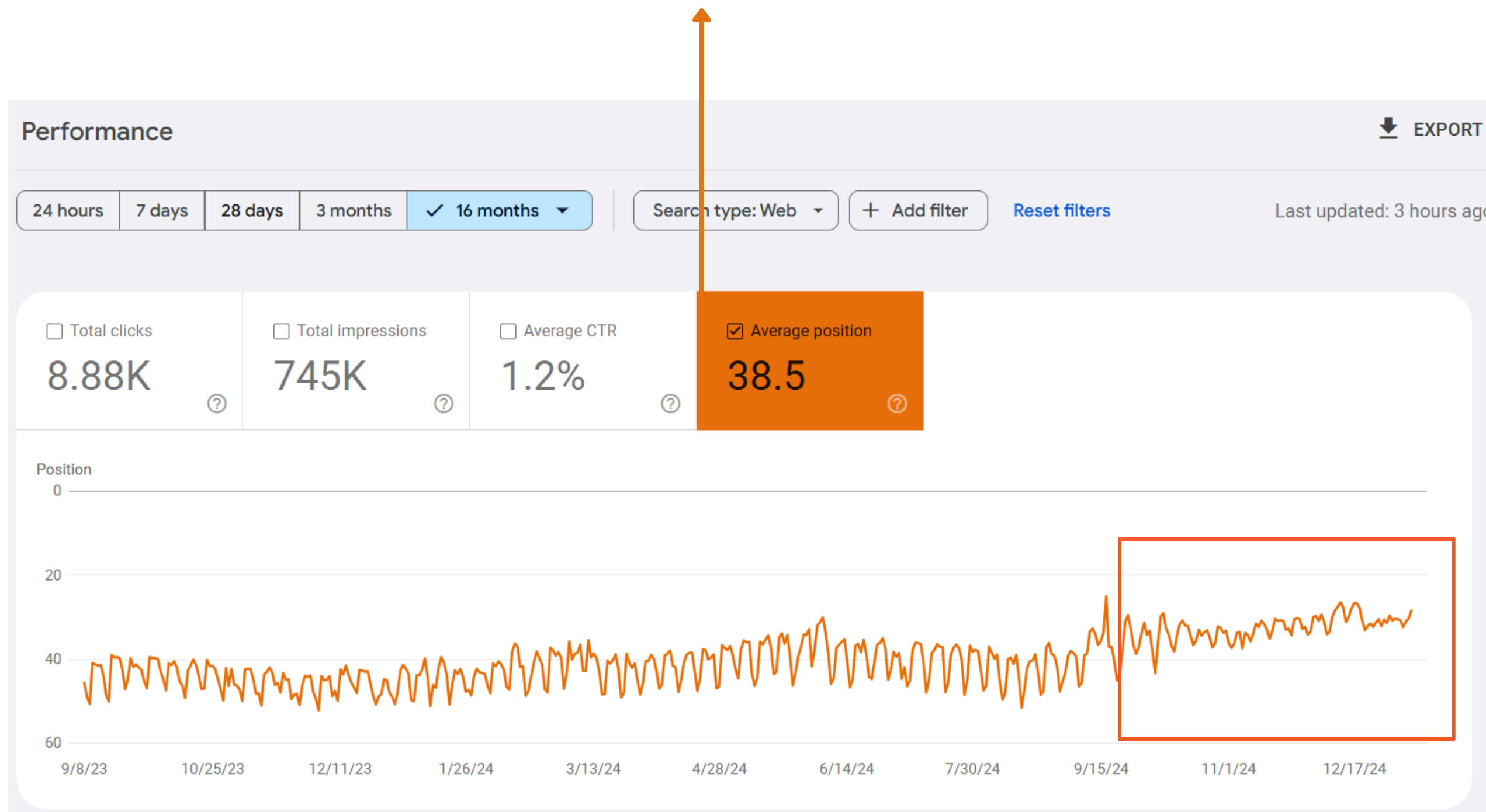
This wider reach naturally led to a slight decrease in CTR, a common occurrence during holiday periods.

But the overall impact is a substantial rise in clicks to our website (43%), **achieving our goal of increased traffic.**



The **average position** indicates where our website typically appears on search results pages.

A lower number indicates a higher position closer to the top of the page (#1), which means more visibility and organic traffic.



Before working with Simplified Marketing, the average position of the website usually remained around 38.

Average Position

32.37

↓ -3.45

The website had an average position of 32 during Oct 1 2024 - Jan 10 2025.

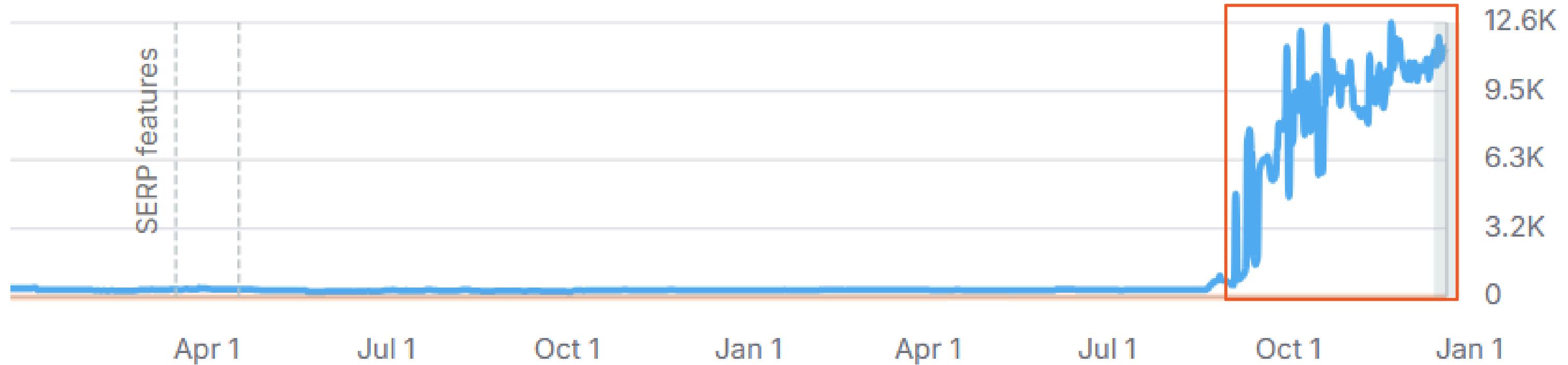
A decrease of 3 positions to the average position from the previous period.
(this is good since you want to get closer to 1)

Traffic represents the estimated total number of visitors that ultimately reached the website.

1M 6M 1Y 2Y All time

Organic Traffic 11,528/month

Organic Traffic Paid Traffic | Notes ▼

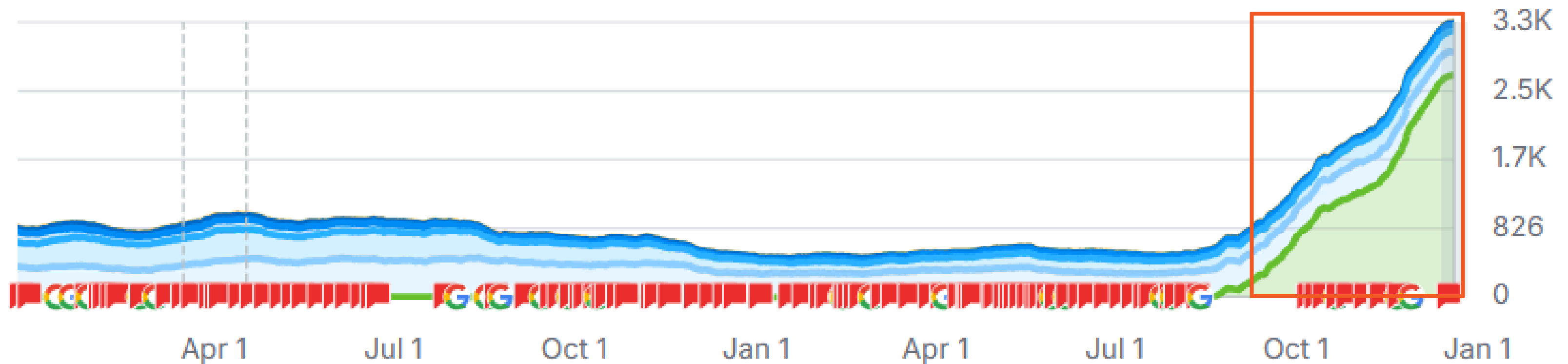


Keywords are the search terms we're targeting to attract our ideal customers.

Since working with Simplified Marketing, the number of keywords we're targeting increased dramatically.

Organic Keywords 3,301

Top 3 4-10 11-20 21-50 51-100 SERP Features



Targeting a wider range of relevant keywords allows you to reach a larger audience. Different people might use different search terms to find the same information or product.

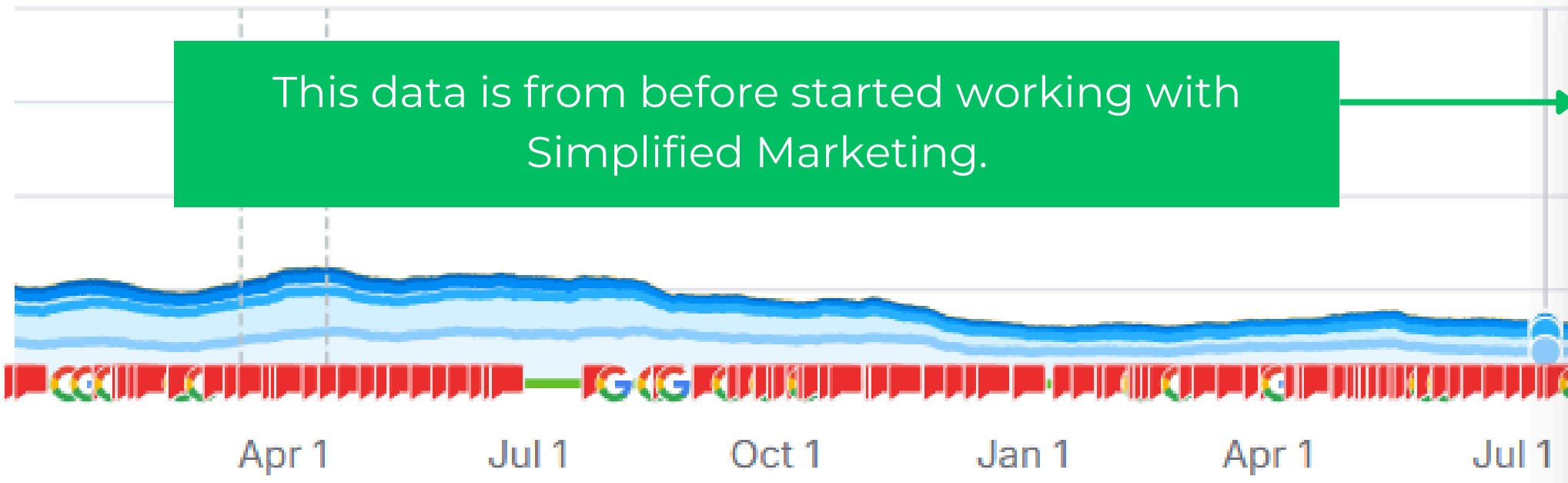
By optimizing for more keywords, you increase the chances of your website appearing in various search results.

These indicate the number of keywords we are targeting in each position range.

Organic Keywords 3,301

- Top 3
- 4-10
- 11-20
- 21-50
- 51-100
- SERP Features

This data is from before started working with Simplified Marketing.

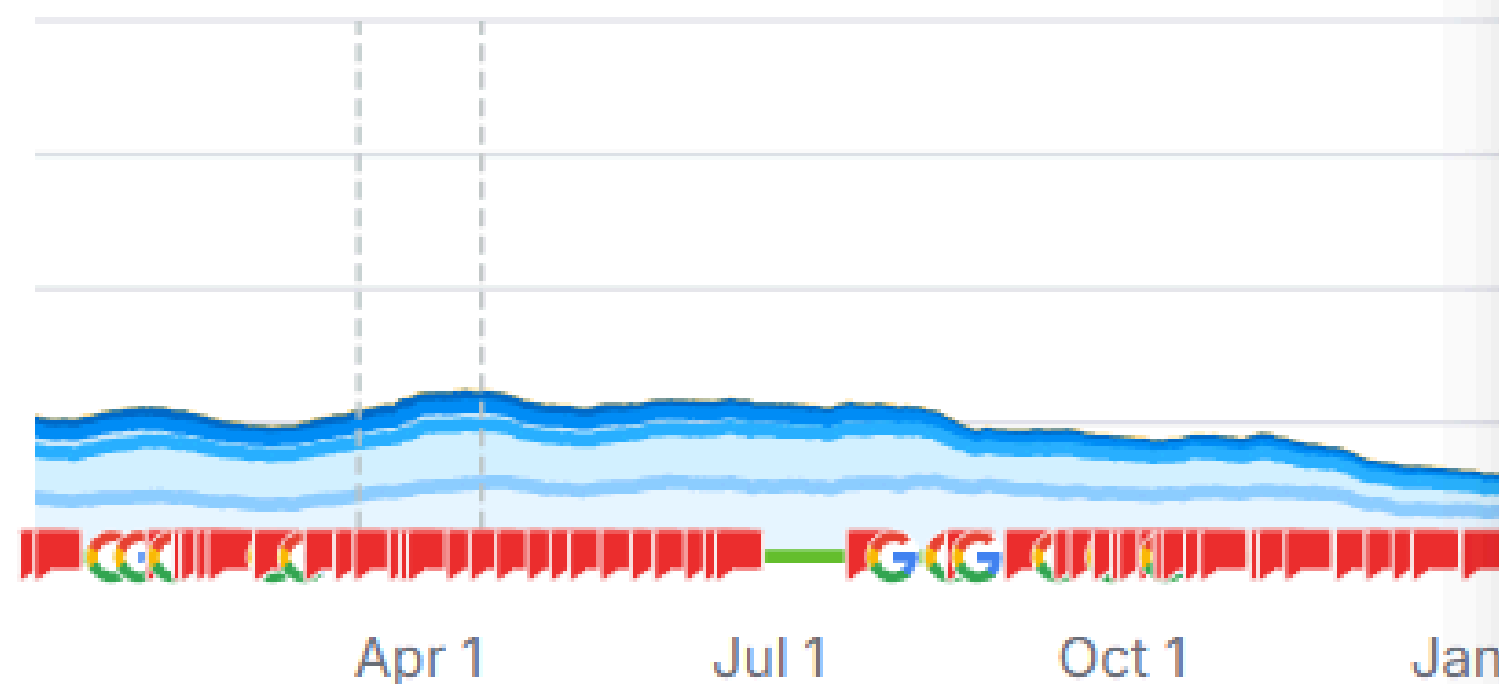


August 3, 2024	
● Top 3	7
● 4-10	12
● 11-20	50
● 21-50	162
● 51-100	276
● SERP Features	5
Total	512

Website had an increase on the number of keywords we are targeting since the initial SEO strategy implemented by Simplified Marketing

Organic Keywords 3,301

Top 3 4-10 11-20 21-50 51-

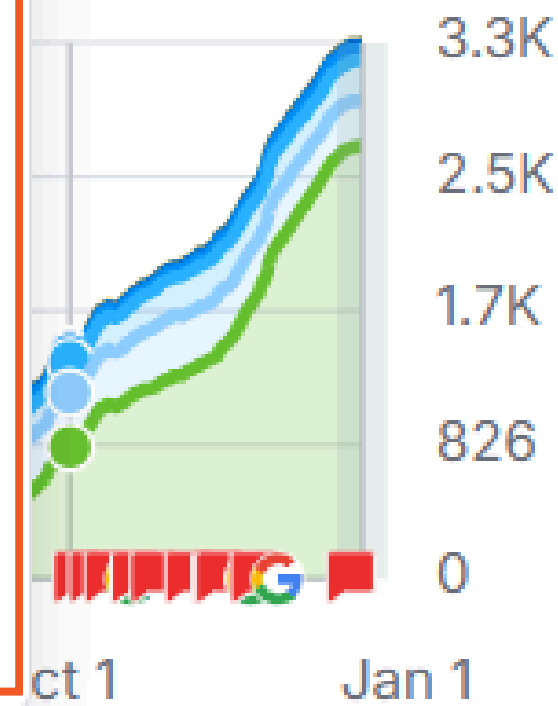


October 26, 2024

- Top 3
- 4-10
- 11-20
- 21-50
- 51-100
- SERP Features

Total

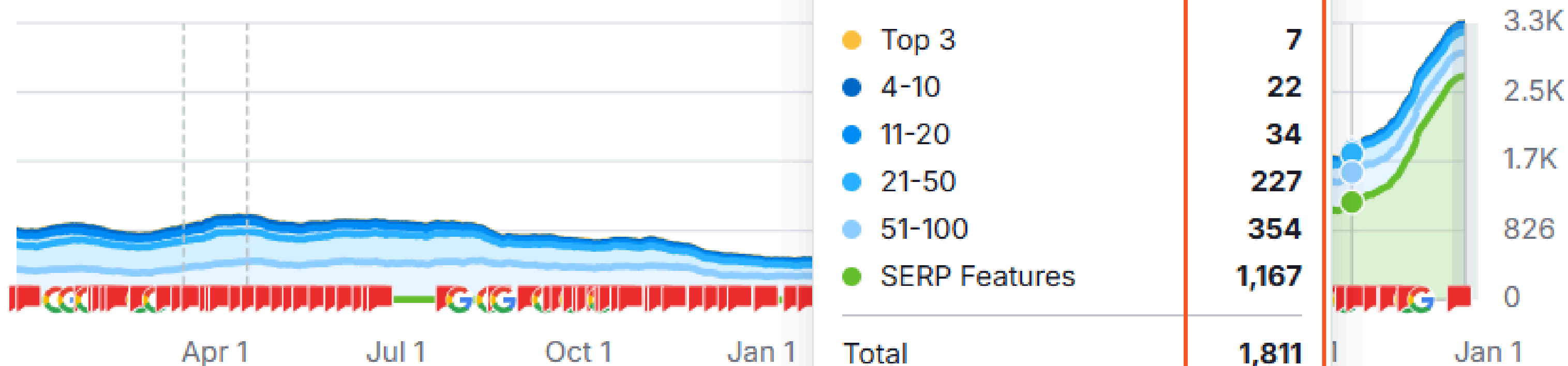
8
21
44
190
335
812
1,410



Simplified Marketing published newly optimized landing pages and blogs during this time, and grew more than the number of targeted keywords.

Organic Keywords 3,301

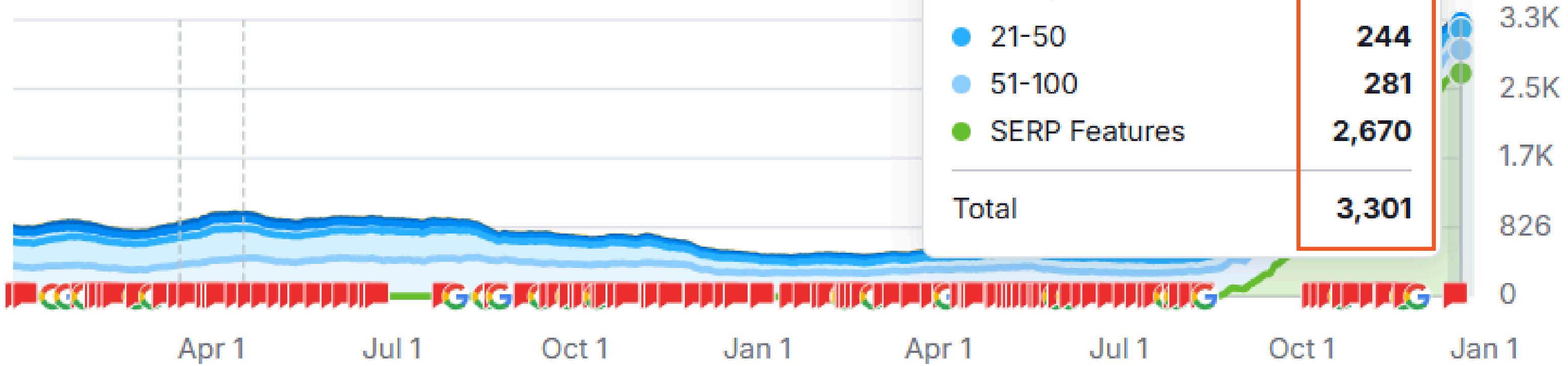
Top 3 4-10 11-20 21-50 51-100 SERP Features



Implementing a robust SEO strategy expanded the number of targeted keywords to around **500%** since previous period. Also, increasing the ranking position of most important terms.

Organic Keywords 3,301

- Top 3
- 4-10
- 11-20
- 21-50
- 51-100
- SERP Features





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