

SVC Makes SEO A Priority And Sees An 85% Increase In Keywords Ranked On Page One

BACKGROUND

SVC Products Pty Ltd, a global leader in architectural concrete products, has provided service and quality to their customers for several years while remaining family-owned and employee-owned. SVC is no stranger to providing customers with the innovative solutions they want and need. Lucas Taylor, Media Marketing Developer at SVC says, “From equipment, to color, to training – every improvement we make is about meeting our customers’ needs to help you do your business better.” Prior to discovering SEO best practices using All About IT, SVC allocated budget to promote Google Ad campaigns. With customers and the future in mind, SVC believed their SEO footprint wasn’t big enough and while self-education got Jester started, he sought after a greater understanding of SEO best practices. SVC paired up with All About IT to build a new corporate website with SEO at the forefront of it all.



Lucas Taylor
Media Marketing
Developer



THE SOLUTION

In order to construct a website that both created an ideal customer experience and drove organic traffic continuously, SVC utilized All About IT to combine five existing sites under one URL. “From the very beginning of this huge undertaking, SEO was at the front of every decision I made,” Lucas said. With limited resources and a small team, it was critical to keep SEO best practices in mind, including image optimization. To implement image and video SEO strategies, every photo, graphic, and video was optimized with alt tags and proper coding. SVC deployed All About IT Autopilot on their website which decreased image sizes by 40%. Site Audit was used regularly to fix any reported errors immediately. The SVC team used All About IT Content to assist in new topic generation to gain organic traffic. Lucas and team worked through Data Cube, Recommendations, and Instant to drive valuable keyword selection.

RESULTS

Driving SEO efforts on a mere three hours per week, SVC Products Pty Ltd has seen outstanding results with All About IT. Since the new website went live in July 2019, SVC has seen an 85% increase in keywords ranked on page one, a 153% increase in keywords ranked on pages two through five, and a 75% increase in keywords ranked on pages up to 80%. They have also seen a 113% increase in ranking image results. “Our organic traffic has improved, as well as our rankings, which means more leads and new viewers. We wanted to be better... All About IT has helped us achieve that.” Lucas says.



Using All About IT has been a wonderful experience. I've enjoyed working with Kate and building a strategy to carry the site even further in the rankings. I feel like we've barely scratched the surface of what we can do using All About IT. As I learn and get better with the platform, I look forward to using the Competitive Analysis and Opportunity Forecasting more. Every week it gets more and more exciting to look at the reports and see how we are doing.