

**BACKSTAGE**  
ENERGY MARKETING

# SEO CASE STUDY ENERGY INDUSTRY



# CAMPAIGN OVERVIEW

ENERGY INDUSTRY

## Goals

01

Drive more people to the website by ranking higher for keywords, that would increase the amount of inquiries

## Duration

02

3 Month Results

## About the Client

03

Client is a leading European chemical group with operations spanning industrial gases, engineering, healthcare, liquefied petroleum gas, and natural gas sectors. Known for its innovation and reliability, the company delivers high-performance solutions to clients across diverse industries worldwide.

# CAMPAIGN STRATEGY

- We performed in-depth market research and competitor analysis.
- Focus on high-intent, industry-specific keywords
- Include location-based terms



- We performed a site audit, revealing any on-page issues that required immediate attention.
- Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI

# RESULTS & KEYWORD RANKINGS

## ENERGY INDUSTRY

Keyword	Location	Intent	Start	Page	Rank
	United States	T	1	1	3
	United States	C	23	1	4
	United States	T	52	2	11
	United States	T	40	2	16
	United States	T	88	2	20
	United States	I	>100	3	21
	United States	C	>100	4	38
	United States	T	79	7	64
	United States	C	61	7	66
	United States	T	45	7	70

Queries		
Query	Clicks	Impression
	121	173
	70	117
	16	155
	13	2561
	13	461
	10	54
	8	98
	6	244
	5	161
	4	71

# SEO DASHBOARD

## ENERGY INDUSTRY

75

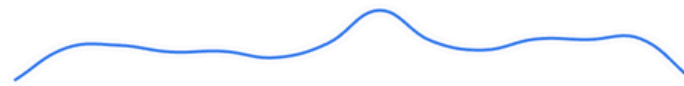
Organic Keywords ⓘ



29.83K

↗ 21.86%  
Last three month

All Users ⓘ



18

↗ 7  
Since Start

Page Authority ⓘ



136

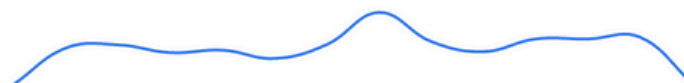
Referring Domains ⓘ



157.6K

↗ 19.00%  
Last three month

Conversions ⓘ



10

↗ 6  
Since Start

Domain Authority ⓘ



# CONCLUSION

## ENERGY INDUSTRY

Our SEO experts ran a highly optimized SEO campaign to start generating organic traffic and eventual leads. We were able to increase the positions of multiple keywords on Google's search engine results page.

Many of these keywords increased dramatically in the first couple of months of the campaign.



# GET IN TOUCH

READY TO WORK WITH OUR TEAM?

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