

Achieving Top Rankings: SEO Optimization

A complete solution for your business!

OVERVIEW

At HagnosTech, we take pride in providing tailored digital marketing solutions that drive measurable results. This case study highlights one of our projects where we implemented strong SEO strategies to significantly improve our clients' online visibility, Google Ranking, traffic, and ROI.

CHALLENGES

Our client, A leading pest control company in Australia wanted to improve their website's ranking for seven specific keywords in a highly competitive market. Four months prior, these keywords had no presence in search engine results. The primary goal was to achieve better ranking positions in Australia, with a focus on location-specific keywords. The client also wanted to optimize their Google My Business (GMB) listing to target local audiences.

SOLUTIONS

We began by implementing a strategic SEO plan that included 9 key SEO processes including guest posting, consistent content promotion, and business listings on niche-specific websites. Our strategy was based on:



Optimizing the website for health with a focus on DA, PA, and spam score.



Implementing content distribution practices, such as keyword-targeted blogs to maintain a flow of original, AI-free content.



Ensuring the GMB listing ranked for the targeted keywords by leveraging local SEO tactics and placing the client's website URLs on high-quality, listing sites.

We monitored and tracked keyword performance, website health, and the impact of our strategies to ensure ongoing optimization.



RESULTS

Within 4 months, the results were impressive:

SERP's Ranking					GMB Ranking				
KW	APRIL	MAY	JUNE	JULY	KW	APRIL	MAY	JUNE	JULY
pest control pengampas	Not in 100	Medium - 42	Medium - 38	49	pest control pengampas	-	1	1	1
pest control urutau	Not in 100	-	-	50	pest control urutau	-	-	8	7
pest control coomars	Not in 100	62	58	47	pest control coomars	-	8	8	8
pest and termite control coomars	Not in 100	54	59	46	pest and termite control coomars	-	-	6	5
pest and termite control seawford	Not in 100	44	45	34	pest and termite control seawford	-	-	-	11
pest control seawford	Not in 100	42	40	26	pest control seawford	-	-	-	10
the pest and termite	Not in 100	20	1	1	the pest and termite	-	-	1	1

RESULTS

- 1
- 2
- 3

4 keywords ranked in the top 50, and 3 others ranked within the top 30.

The Google My Business listing ranked in the top positions for all targeted keywords for the targeted locations.

The client experienced an increase in organic traffic and began receiving organic leads, contributing directly to business growth.

Web Report

☒ Total clicks

293

—

Last 6 months

103

Previous 6 months

?

☒ Total impressions

46.5K

—

Last 6 months

23.2K

Previous 6 months

?

☐ Average CTR

1%

—

Last 6 months

0.4%

Previous 6 months

?

☐ Average position

27.5

—

Last 6 months

41.3

Previous 6 months

?