

CASE STUDY

CONVERGE ICT SOLUTIONS

SEARCH ENGINE OPTIMIZATION

OBJECTIVE: To improve organic search, reduce bounce rate, and increase website sessions of convergeict.com

INSIGHT: Create a technical website audit to assess areas for improvement on the website. Then based on the audit, identify areas for optimization and create an appropriate link building strategy.

SOLUTION: Website Audit, Optimization and Link Building Strategy

RESULTS

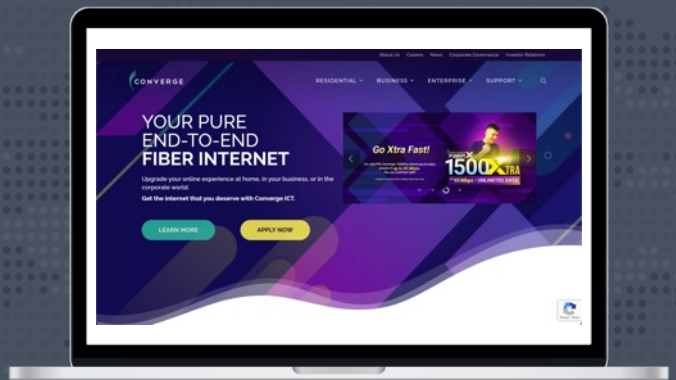
After Ambient Digital performed SEO to convergeict.com, the following positive results were recorded:

63%

SEO score
before

77%

SEO score
after



Total Clicks

7.44 M

Total Impressions

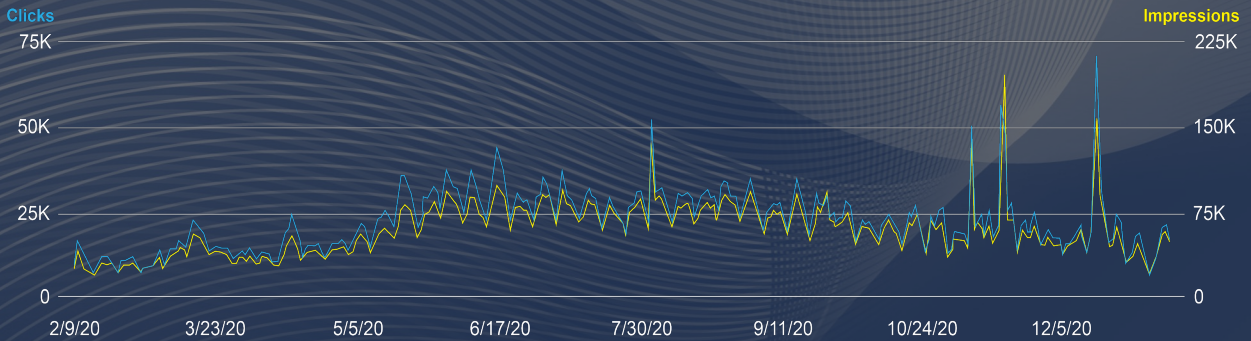
20 M

Average CTR

37.3%

Average position

6.3



Deliverables	Pre-SEO	Post-SEO
Domain Authority	36	37
Robots.Txt	Passed	Passed
Sitemap.Xml	Passed	Passed
*Page Speed (Mobile)	1	5
*Page Speed (Desktop)	20	32
On Page Elements	40/100	60/100
Schema.Org	Undetected	Detected
Open Graph	Undetected	Detected
404 Error	Unformatted	Formatted With Clear Call To Action
Web Layout	Poor	Best
Google Analytics	No Access	Data Tracked
Search Console	Not Installed	Installed
Google Tag Manager	Not Installed	Installed

	Jan to June Rank	July to Dec Rank
Converge Hotline	3.89	2.08
Converge Call Center	3.58	1.6
Www.Ict.Converge	3.42	1.27
Converge Promos	3.37	1.58
Converge Contact	3.3	1.66
Convergeict Support	3.23	1.17
Converge Ict Solutions Inc.	3.14	1.33
Converge Apply	3.04	1.41
Converge X	2.96	1.35
Fiberx Converge	2.86	1.38
Converge Ict Solution	2.27	1.25
Fiberx 1500	1.85	1.01
Converge Cellphone Number	1.79	1.14
Support@convergeict.Com	1.32	1
Converge Account Status	1.36	1

RECOMMENDATIONS

- Continue link building through partnership with publishers and bloggers to increase domain authority
- Update content for more brevity and relevance. Archive and modify large files within the website.
- Continuous monitoring of the website performance through Google Analytics.
- Complement SEO effort with search engine marketing SEM