



Case Study

SI-Tech Zaun & Terrassenbau – BUILDING/CONSTRUCTION

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Challenge

SI Tech Hanau is a construction company specialising in fences and terraces, which previously only offered localised services in Hanau, near the metropolitan region of Frankfurt, Germany. The company's business plan set goals to expand services to the surrounding areas of its traditional base of Hanau and relied on its new website to do so.

The initial difficulty was that SI Tech's website was a new-build, which means ATRICA takes a bit longer to get keywords ranked. In addition, SI Tech's internal staff had no SEO knowledge or experience, therefore they required additional assistance to set up the software in terms of selecting relevant keywords, etc.

Result

Through a process of elimination (selecting keywords, monitoring and adapting), the right keywords were selected and within just 4 months SI TECH Hanau's website had more than 40 top keywords ranked. Today, the website has more than 90 ranked keywords on Page 1 of Google search, and counting.

These were the stats before they started using ATRICA in February 2020.

- Ranking Keywords Google Page 1: **0**
- Traffic: **not provided**

Improvement

Month 3:

- Ranking Keywords Google Page 1: **30**
- Ranking Keywords Increase: **100 %**
- Traffic increase of: **-**

Month 4:

- Ranking Keywords Google Page 1: **43**
- Ranking Keywords Increase: **43,33 %**
- Traffic increase of: -

Month 5:

- Ranking Keywords Google Page 1: **55**
- Ranking Keywords Increase: **27,90 %**
- Traffic increase of: -

By the end of Month 12:

- Ranking Keywords Google Page 1: **99**
- Ranking Keywords Increase: **63,63 %**
- Traffic increase of: -

A selection of a total of 99 ranking keywords

- Hanau Zaun
- Hanau Zaun bauen lassen
- Zaunanlagen Frankfurt Hanau
- Langenselbold Gartenzaun
- Dietzenbach Betonzaun
- Zaunprofi Rhein Main Gebiet

ATRICA's Performance and Solution

“It took some time to settle in as internally we are not experienced in SEO and depended heavily on assistance from the ATRICA team. We are extremely grateful for all their assistance because it has resulted in Google rankings that we are more than happy with.”

Claudia Schilling (Owner)

ATRICA

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