

SEO Error Resolution: Transforming Digital Performance

A comprehensive solution for resolving technical SEO errors that boosted website performance from 60% to 96% on SEMRush

60% → 96%

SEMRush SEO Score Improvement

✓ 100%

Project Completion Rate

★ 5.0


Client Rating


"Their proactiveness in tackling additional work was impressive. Incrementors completed the work quickly and efficiently, going above and beyond to fix additional errors we had not yet identified."


— COO, Digital Marketing Firm

The Challenge: SEO Technical Errors


Client Profile

 Small startup marketing & video production company

 11-50 employees

 Philadelphia, Pennsylvania

Timeline Pressure

 Needed outsourced help **before new staff** filled an open position

 Project timeframe: **A few weeks**

URL Redirect Issues

Multiple URLs with **temporary redirects** affecting site navigation and search engine crawling

Missing Meta Descriptions

Critical pages lacking proper **meta descriptions**, resulting in poor search engine visibility

Non-Descriptive Anchor Text

Ineffective anchor text harming **internal linking structure** and user experience

Our Approach: Comprehensive SEO Resolution



URL Redirection Fixes

- ✓ Identified **temporary redirects** causing SEO issues
- ✓ Implemented **permanent 301 redirects** where appropriate
- ✓ Created comprehensive redirect mapping strategy



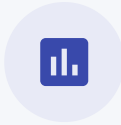
Meta Description Implementation

- ✓ Audited all pages for **missing meta descriptions**
- ✓ Created **SEO-optimized descriptions** for key pages
- ✓ Ensured proper length and keyword inclusion



Anchor Text Optimization

- ✓ Identified **non-descriptive anchor text** issues
- ✓ Replaced generic text with **keyword-rich anchors**
- ✓ Improved internal linking structure



Technical SEO Audit

- ✓ Comprehensive **site health analysis**
- ✓ Identified **crawlability issues**
- ✓ Fixed site speed and mobile responsiveness



Proactive Problem Solving



Beyond Scope Discovery

Identified and fixed additional errors not in original scope



Continuous Improvement

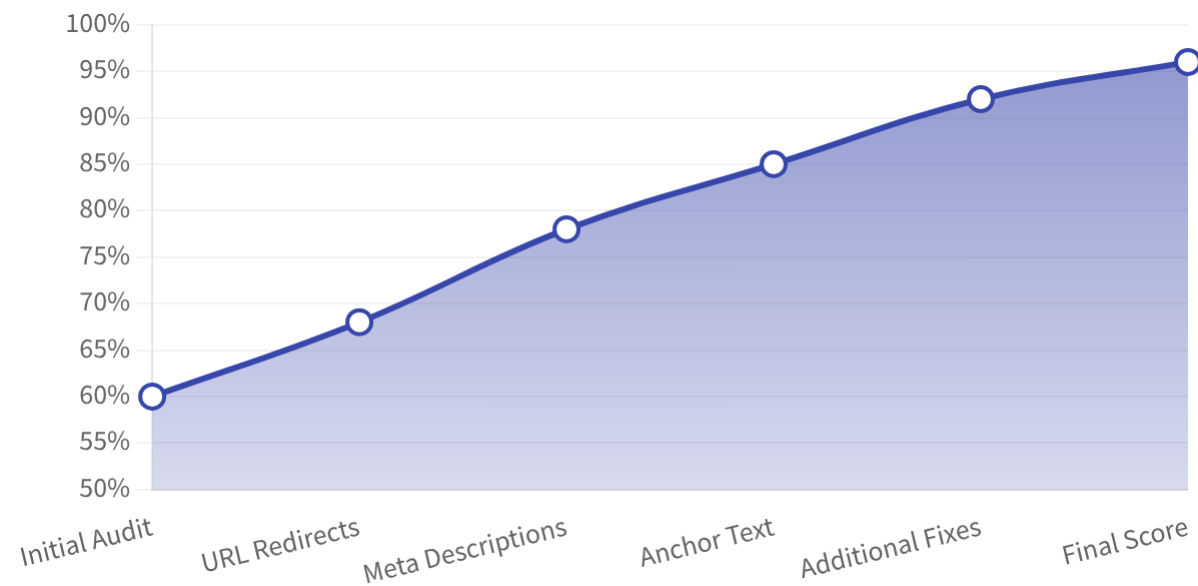
Implemented solutions that prevent future SEO issues



Strategic Recommendations

Provided guidance for ongoing SEO optimization

Measurable Results: 60% to 96% SEO Score



Before

60%

After

96%

📈 Key Performance Metrics

- ✅ **36%** increase in SEO score
- ✅ **100%** of identified errors resolved
- ✅ **Additional** issues proactively fixed

"Incrementors completed the work they were asked to do quickly and efficiently. The team has gone above and beyond to fix additional errors that have not otherwise been identified."

— COO, Digital Marketing Firm

★ Client Feedback Highlights

- 🕒 **Quick & efficient** project completion
- 💬 **Great communicators** throughout the process
- 💡 **Proactive approach** to fixing additional errors
- 👍 **5.0/5.0** overall rating across all categories

Project Management & Communication

Communication Methods

Preferred channels for project updates and collaboration



Slack

Real-time messaging



Video Calls

Regular check-ins



Email Updates

Detailed reports



Spreadsheets

Work completed tracking

Deliverables



URL Redirect Implementation - Permanent redirects established



Meta Descriptions - SEO-optimized content added



Anchor Text Optimization - Improved internal linking



SEMRush Report - Score improvement from 60% to 96%

Project Timeline

1

Initial Audit & Planning

Comprehensive SEO error identification

2

URL Redirect Implementation

Fixed temporary redirect issues

3

Meta Description Creation

Added missing meta descriptions

4

Anchor Text Optimization

Improved internal linking structure

5

Additional Issue Resolution

Proactively fixed extra SEO errors

Team Collaboration



Single point of contact from vendor team



Regular updates with detailed progress reports



Proactive approach to identifying additional issues



Quick turnaround on all requested tasks

Driving Digital Excellence Forward

★ Key Takeaways

- 📈 **36% increase** in SEO score from 60% to 96%
- 🏁 **Quick & efficient** project completion
- 💡 **Proactive approach** to fixing additional issues
- 💬 **Clear communication** throughout the process

💡 Recommendations for Similar Projects

- 🕒 **Regular SEO audits** to identify issues early
- ❗ **Prioritize technical fixes** before content optimization
- 📊 **Track metrics consistently** to measure progress



96%

Final SEO Score



100%

Error Resolution Rate



5.0

Client Satisfaction Rating

Ready to Transform Your SEO Performance?

Let our expert team help you achieve similar results with a comprehensive SEO error resolution strategy tailored to your business needs.

[Get Started Today](#)