About The Project:

The project was focused on optimizing the website of mgbtechnik.com, a company that provides stainless steel railings, kits, and individual parts. The company wanted to improve its online visibility and rank higher on search engines in Germany.

Key Challenges:

The primary challenge was to improve the website's ranking in Germany and fix any technical issues on the site. The company wanted to rank for a variety of keywords related to stainless steel railings, balcony railings, stair railings, and glass railings.

Results Obtained:

The results of the SEO project were impressive, with the company achieving a total of 916 keywords ranking on search engines, and over 26+ on the first page of Google. This improved the company's visibility and increased organic traffic to the website.

Our Solutions:

To overcome the challenges, we conducted a thorough website audit, identifying and resolving technical issues. We optimized the website's on-page elements, such as title tags, meta descriptions, and header tags, to make them more search engine friendly. We also created high-quality content that was relevant and useful to the target audience. Additionally, we used link building and other off-page optimization techniques to improve the website's authority and credibility.

Tool Used:

We used various tools to achieve the desired results, including SEMRush, Ahref, Screaming Frog, Google Tag Manager, Google Analytics, and Google Search Console. These tools helped us to monitor the website's performance, identify technical issues, track keyword rankings, and analyze user behavior to optimize the website's performance.  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
