

SEO strategies for Welldone Mechanical Services Inc.

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Dr. Nashid Shahriar, Professor, Computer Science Department

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Dear Dr. Shahriar,

Please accept the enclosed “SEO strategies for Welldone mechanical services Inc” report. This report is a summary of a project I will complete in the future days. Within Welldone, I have been working on various projects such as BUILDOPS integration, VOIP(ZOOM) implementation, HUMI (HR Administrative software) implementation and learn and improve SEO strategies taken by Welldone mechanical services, finding flaws in their website and ways to improve it. In my role, I am in charge of finding solutions to improve their online traffic.

The company's president, Sean Gross, has provided me with the necessary tools and access to learn about SEO and implement them in the company.

Sincerely, Zulfiqar Nayeem

Digital Marketing and Data Analyst at Welldone Mechanical Services

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Executive Summary

In the internet world, SEO helps keep a website on top of the search list and look more trustworthy. Usually, internet users click on the five top results upon searching for something. This is why SEO is essential to make a business more credible. There are three main components of SEO. They are 1. Users, 2. Search Engines, 3. SEOs. Search Engines is the platform where we run our queries for users that are us or all the human beings in the world. Some examples are Google, Yahoo, Bing, Baidu (based in China), and Yandex (based in Russia). The last one is SEOs, which work on the organic ranking of search engines. There are many factors related to SEO. Some of them are Keywords, On-page Optimization, Off Page optimization.

Keywords are those words that are most related to the business. So, all companies want the most attractive terms on their website. Eventually, competition for these words increases. Naturally, these words have become very common on every website in this field. To pursue a good ranking for these words is a challenging project. For Welldone Mechanical Services, their keywords have low traffic and low competition. On account of this, they are ranked for certain words. But most of the terms are more suitable for commercial clients.

On-Page Optimization means proper use of header tags, no hidden texts, Proper use of robots.txt and backlinks etc.

Off-Page optimization is about advertising your website on other popular platforms like Facebook, Instagram, and various popular websites such as news portals like CNN and good reviews on Google. In my report, you'll learn more about this matter of contentions.

1. Introduction

In today's digital world, having a solid online presence is crucial for any business to succeed. One way to achieve this is through Search Engine Optimization (SEO), which involves optimizing a website to rank higher in search engine results pages. SEO relies on various factors, including keywords, on-page optimization, and off-page optimization. However, understanding these terms can be overwhelming, especially for those new to the field. This report on SEO strategies for Welldone Mechanical Services Inc aims to simplify these concepts and provide actionable steps for optimizing their website. Let's dive in.

1.1 Welldone Mechanical Services Inc

It is one of the most reliable HVAC companies in Saskatchewan. At present, it is operating in two cities. One is Regina other one is Saskatoon.

1.2 What is SEO?

SEO is about optimizing websites for search engines. Search Engines use specific algorithms and factors to find the most relevant results on the internet and to rank them according to relevancy. Google has a billion-dollar algorithm for search engines and uses hundreds of factors. But some significant factors are known, Such as keywords and inbound and outbound links. SEOs use these factors to create strategies that help increase the quantity and quality of organic traffic for a website.

1.3 Why is SEO important?

The main goal of using SEO is to be on top of the search results and be credible. Most search engine users are likelier to click on one of the top 5 search results. Most users trust search engines. Unlike other advertising campaigns, SEO has the best return on investment because it takes your product to the people who need it.

1.4 Components of SEO

There are three main components of SEO. They are 1. Users, 2. Search Engines, 3. SEOs. Search Engines is the platform where we run our queries for users that are us or all the human beings in the world. Some examples are Google, Yahoo, Bing, Baidu (based in China), and Yandex (based in Russia). The last one is SEOs, which work on the organic ranking of search engines.

1.5 How Search Engine Indexing Works?

When we search, the results we see are not live results. The results are from a search engine database. When we publish a website online, search engines store copies in the database. Then an algorithm is run against the database, not the live website. Every search engine has software called Crawlers, Bots, Robots, or Spiders. Its job is to crawl through a website and download its content. Then it follows every website link and downloads its content into the database. Then it follows all links that the website has. In theory, it crawls through the entire internet. There is an important file that every website needs. Robots.txt provides the necessary information for the bots to crawl through the website and index them. If a website does not have a Robots.txt file, then it will be excluded from the search engine.

2. Some SEO Strategies are:

- Key Word research.
- On-page Optimization
- Off-page Optimization

2.1 Key Word Research

Keywords are the small words that we search for on the internet. If I need my house's furnace repaired, I'll dig something like 'furnace repair store' or 'furnace repair near me. Both are vital words. Google's billion-dollar search engine is created in a way that will scour the internet and give us the most relevant results. Every search on the internet is keyword based.

2.2 On-Page Optimization

This strategy deals with the whole website's on-page features. There are certain things a search engine looks for on a website. Like links, they are the backbone of the internet and are used to identify a website's context. Keyword use means how they are distributed on the website, not using the same word repeatedly, ensuring keywords are related to the content, making the range suitable to attract people to the website and styling the content. In on-page optimization, all these things need to be addressed.

2.3 Off-Page Optimization

This area deals with everything outside of the website, like getting media coverage, getting referenced on other websites, getting reviews on well-known platforms etc.

3. Welldone's SEO Situation

Welldone is doing quite well in the Google search engine. Welldone has adopted excellent strategies which make them stand out from the rest of the competitors. Welldone is in the top five for these keywords HVAC preventive maintenance Regina(4th), Building upgrades and retrofits Regina(3rd), and Energy monitoring Regina(5th). If SEOs go through Welldone's website, they will see that it ticks almost every box. But not all of them.

3.1 Good Things about the Welldone Mechanical Service's Website

3.1.1 Keywords

A website can use many kinds of related keywords. But we must be careful in choosing these words. There can be:

Traffic	Competition	How are they?
High (Everyone wants these words ideal for a website)	Increased (many companies are using the same keyword)	then that will be bad for the website, and if the competitors use paid ads with those words, it will be nearly impossible for others to compete. If anyone wants to compete, they must also use paid ads.
High	Low	All websites dream. Will get fast results.

Low	Low	A good strategy will easily be ranked in the top five for these words.
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Welldone's website uses the last strategy. Their keywords have low traffic and low competition. That is why they are ranked in their keywords.

3.1.2 On-Page Optimization

They have an excellent URL. Easy to pronounce. It has image alt text. Site maps are reasonable, with no hidden text, good Load time, and mobile friendliness. Has a proper sitemap for spiders.

3.1.3 Off-Page Optimization

Welldone has many ongoing agreements with renowned companies. Recently we were featured in a video posted by the Regina Airport Authority, which increased our ranking for a short period. Not having proper inbound (Where other websites share our link as a reference) and backlinks (Here, we have links of different websites in our site as reference) is affecting our ranking.

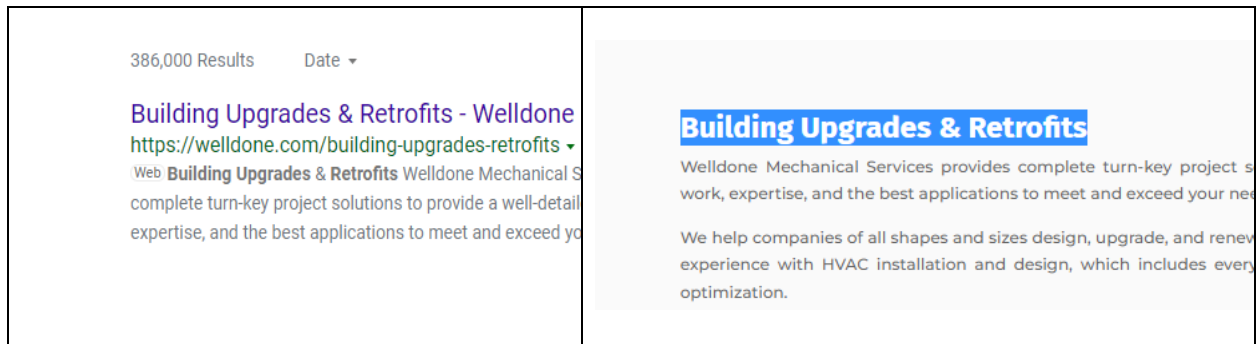
3.2 Problems with the Welldone Mechanical Service's website

3.2.1 Keywords:

Welldone provides HVAC services to residential, commercial, and light industrial projects. But the keywords used on their website must be more suitable for residential customers. Ordinary people will not search on the internet for how to get HVAC or HVAC preventive maintenance. They will most likely search for furnace repair, Heating, plumbing etc.

3.2.2 On-Page Optimization:

Welldone's website does not have proper keywords in its title tag, and they don't have any meta description.



When we search for building upgrades and retrofits, Welldone's website comes in 1st, but in the meta description, we can see that it's using paragraphs from the webpage. It does not have any meta description.

They have repeated keywords in their descriptions. For example:



We must avoid using the same keyword repeatedly. We can use synonyms or change the sentence structure—no proper use of header tags. There must be a h1 tag on a webpage, then h2, h3, etc.

But Welldone's website looks like this:

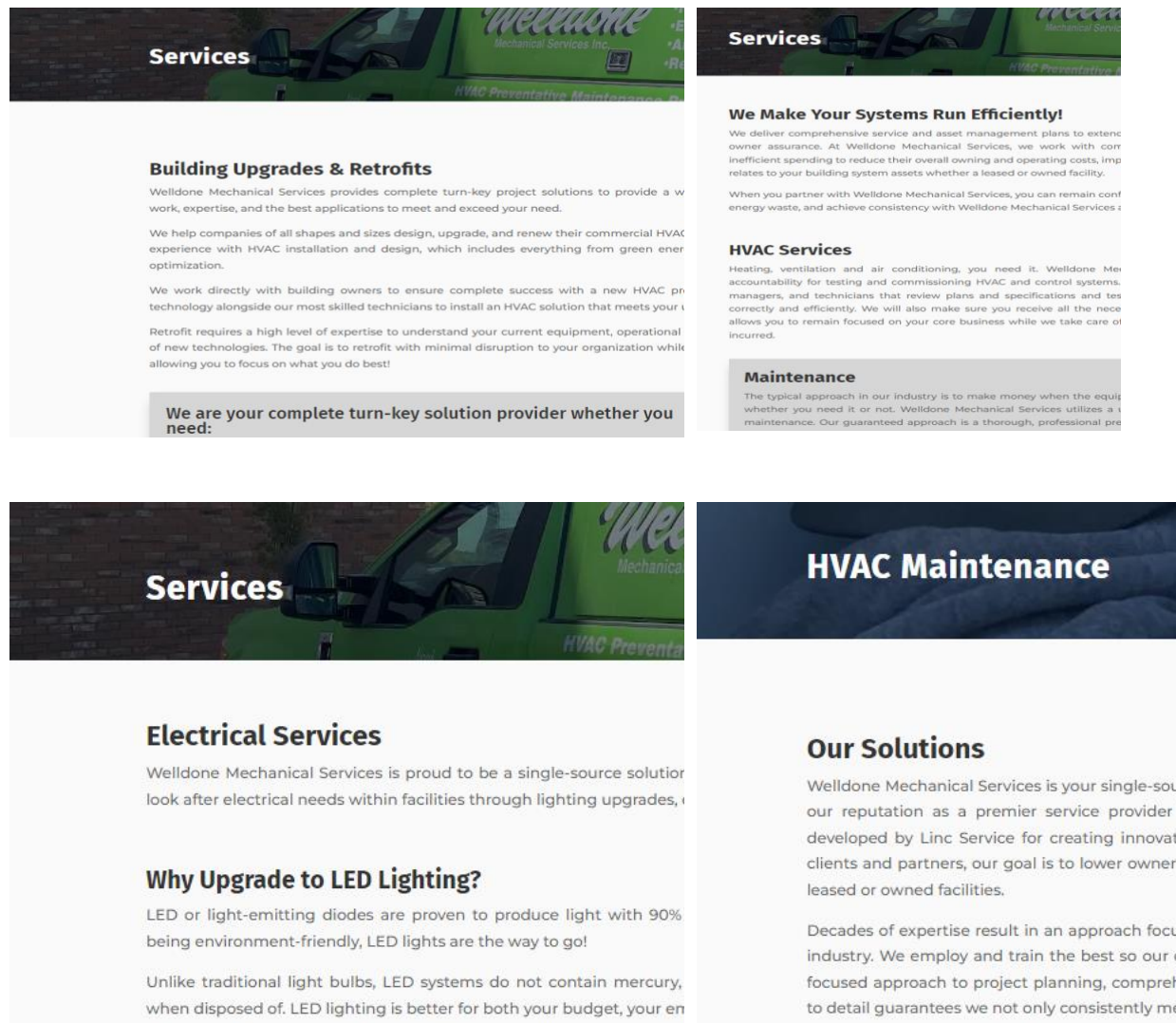


Figure: Pages from Welldone Mechanicals Website

None of them have an h1 tag, and all have the same size tag. The webpages are not divided into subcategories using h1(1st Header, the biggest one in the webpage), h2(2nd header) or h3(3rd Header) tags, which is not a good thing for a website.

3.2.3 Off-Page Optimization

This means advertising your website from outside resources, like getting reviews from other web blogs and websites, sharing your URL, creating ads on social media, and going viral on social media. In Welldone's case, we don't need that much off-page optimization, but when we get any opportunity to get off-page recognition, we should capitalize on it. On January 12, 2023, our technicians were on video footage while working on an airport project and the airport authority and SaskPower shared this video. The links: [YQR | Current Projects](#), [SaskEnergy funds carbon capture at Regina Airport | SaskEnergy](#). But there was no mention of our company on either webpage. Because of the video without any word of our company, our rank rose in specific keywords. This rise in rank was not permanent. We came back to our original position after a few days. If we had been mentioned and our company's website had been linked to their web pages, we would have made a significant jump in ranking, which would have been more stable.

4. Ways To optimize Welldone's Website

4.1 Keywords

Our services are divided into two categories: residential and commercial. Keywords for them are different. A residential customer will not know what HVAC means; a retail customer will not search for furnace repair or replacement online. So crucial, words and header tags must differ for these two categories.

For Residential customers, the most common keyword would be:

- Furnace repair or replacement
- Heater not working or ventilation problem.

- Plumbing problem or Electrical problem
- Plumbing near me
- Air Conditioning Regina, AC repair
- Radiator repair

For Commercial customers:

- HVAC, plumbing. Electrical maintenance and Preventive maintenance
- HVAC, plumbing. Electrical agreements

On the commercial side, Welldone is doing well now. It can be because, on Welldone's website, most keywords and header tags are more suitable for commercial customers.

We need to implement both keywords to get the website more optimized. One thing we can do is, in our menu bar, we can add commercial or industrial services and residential services. In these separate services, we can implement these words in an organized way. By this, I mean not using the same keyword repeatedly and using synonyms and acronyms of the keywords instead of using the exact terms and related words. For example: If I create a website for stadiums, I can write about stadiums only some of the time and use stadiums in every sentence. I can use football or grass field on my website. So, the central concept is to use relevant words on the website.

4.2 On-Page Optimization

A few things need to be done for Welldone's website's on-page optimization. We can add header tags in certain places and use the header tag's hierarchy (this means having an h1 tag at the beginning and 1 per page. After that, all other titles should be the h2 and h3 and so on) to design the website. As in this image below, there is no tag hierarchy or h1 tag. Which impacts our ranking

negatively. We can add the h1 tag and maintain the tag hierarchy. The header tags need to be essential keywords, unlike the one below.

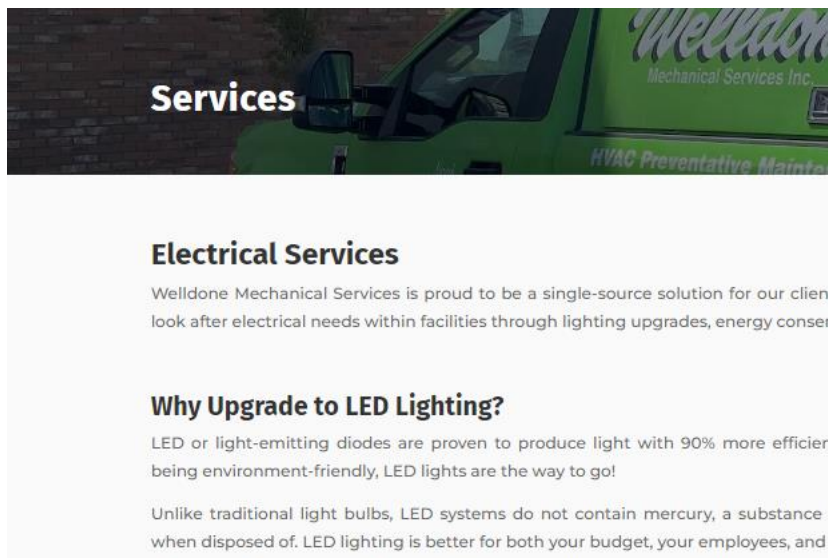


Figure: Example of a page without any meta description

There is no meta description for Welldone's website. Here you can see the meta description in the 1st few lines of the webpage. Meta descriptions do not impact website ranking directly, but it is helpful to create relevancy. Most clicks on a website come because of meta.

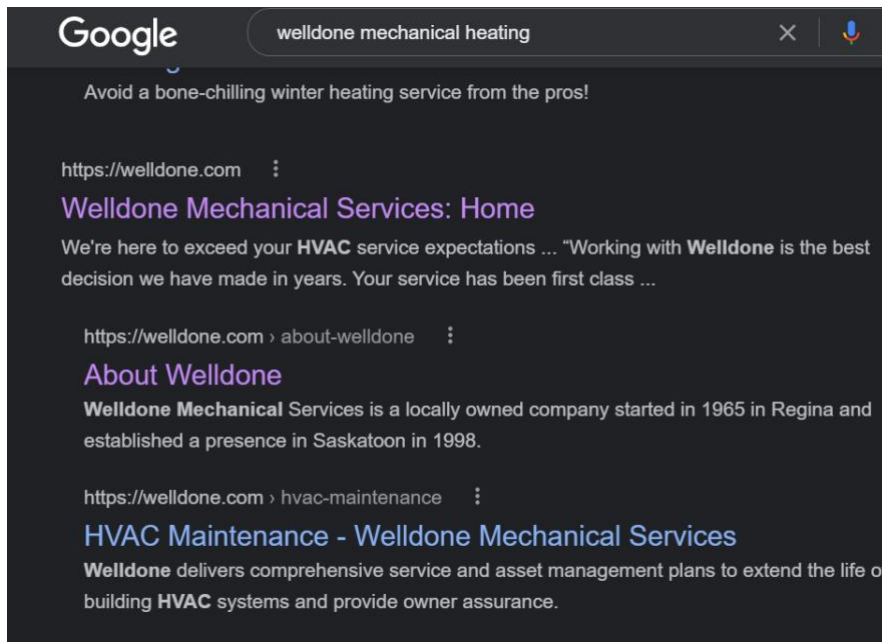


Figure: Example Search For keywords

Descriptions because they give an overview of the website and what can be found there. So, it is optional for ranking but a handy tool to increase clicks on a website.

Another aspect of the website we need to improve is adding good backlinks (these are the links we share on our website) and inbound links (in other websites, our link is shared). Now our backlink and inbound link condition could be better. All the links need to be reliable and well-known websites.

4.3 Off-page optimization

This refers to the reviews that different products and services receive on other platforms. The most renowned platforms are Google, yelp etc. Google review is unpaid, but on Yelp, you must pay to get a check. Now Welldone's website is only recommended in various online directories. But they are not that popular or trustworthy. We must ask our customers to rate us on Google or other media

after each service to get reviews on Google and other platforms. Regularly creating online blogs will also help us. Welldone's website is shared, and given a positive thought on renowned or government organizations' websites, our website clicks and ranking would have improved immensely. For instance, if we were mentioned in the airport project and Saskpower's website, we would have achieved one year of off-page optimization. This would also help us with an inbound link.

4.4 Other Ways to Optimize the Website

Currently, most websites are correctly optimized, but how are some getting ahead of others? It is because of paid vital words and Google's paid ad feature. Google's 60% of revenue comes from paid ads. Almost every company nowadays pays Google to take their website to the top of the list. If we only consider optimization, our website is more optimized than top-ranked companies, but their website still comes at the top. The main reason for that is paid Google ads and paid keywords. The picture shows the optimization level between the two. Welldone's website is ahead of Reliance's in every section, but they are still at the top.

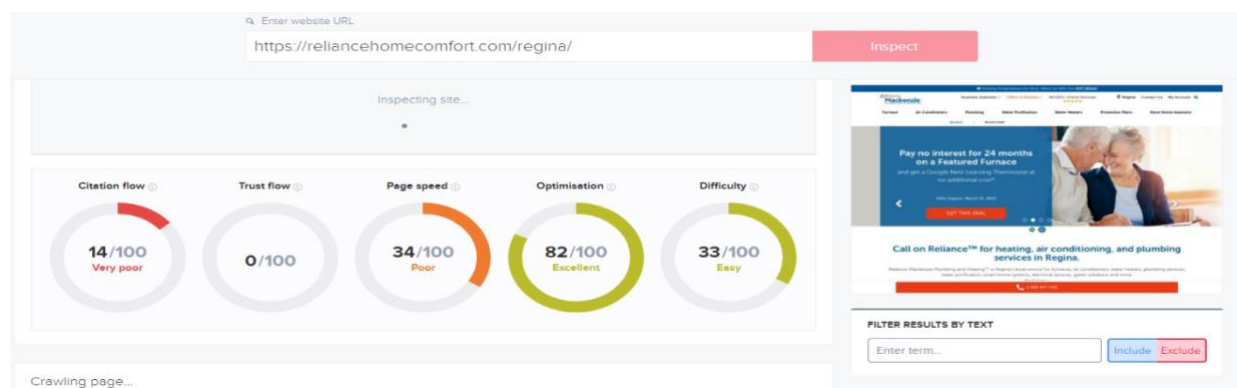


Figure: Optimization Mark for Reliance Home Comfort Company

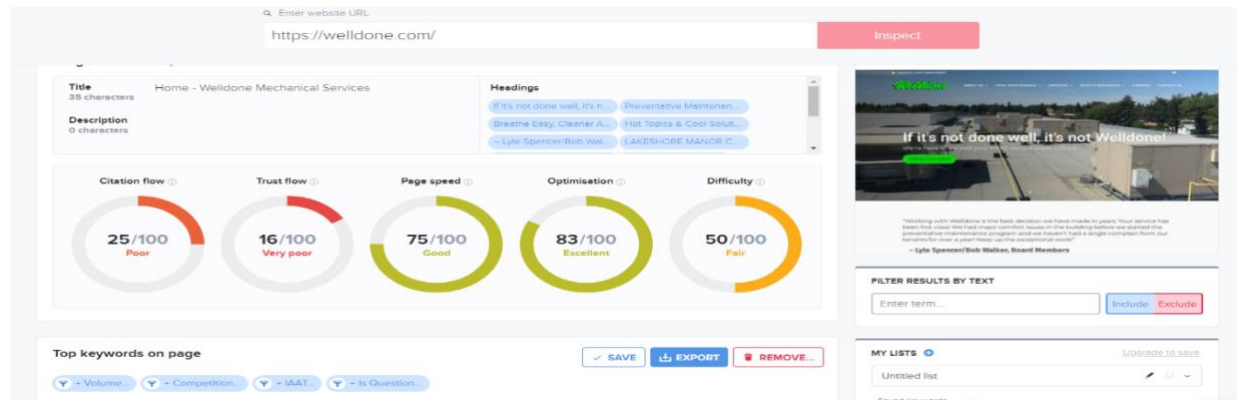


Figure: Optimization Mark for Welldone Mechanical Services

From below, almost 32% of Reliance's traffic is paid. They have 879 paid vital words. Their Google ad budget is 23.1k dollars. On the other hand, we don't have paid clicks or paid keywords. That is why we are not even on the 1st page of any HVAC-related searches.



Figure: Keyword Research for Welldone Mechanical Services's Website

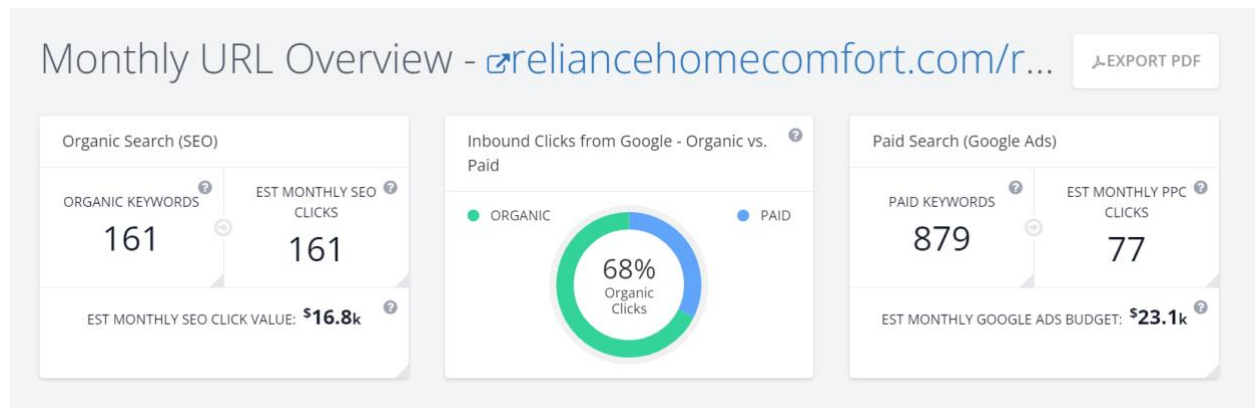


Figure: Keyword Research for Reliance Home Comfort.

5. Conclusion

In terms of achieving success with Welldone, there is certainly ample potential to be had. Although securing Google ads may require taking some initial small steps, those who specialize in creating video content, vlogs, or other content-creating websites may find that implementing SEO strategies alone can be enough to elevate their search ranking. However, for businesses like ours, it's crucial to invest in paid ads and keywords in order to boost our search ranking and remain competitive. By effectively implementing these strategies, we can outperform other websites in our industry. It's important to keep in mind, though, that the level of website optimization required for success will vary depending on the company. With proper optimization, however, we can gain a significant edge over our competitors and truly maximize our potential.

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