

# SEO Growth Journey Assessment

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## Personal Details

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### WEBSITE

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## Business Objectives

### PRIMARY GOAL

Attract more organic traffic

### SERVICES / PRODUCTS

Dealing of Switch gears like MCB, MCCB, CONTACTOR, RELAYS, OLR, RCCB, LIKE.

And Automation products like VFD, SERVO MOTORS, SOFTSTARTERS, HMI, PLC, SENSORS, LIMIT SWITCHES etc

### GEOGRAPHIC FOCUS

Global

## Target Audience

### IDEAL CUSTOMER

OEM, PANEL BUILDER, SPM, EU, FREE LANCER, TRADERS, ELECTRICAL CONTRACTOR,

### MARKETS

Global

### DESIRED USER ACTION

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## SEO Goals

### SEO GOALS SELECTED

Rank for target keywords, Increase organic traffic, Local search visibility

### TARGET KEYWORDS

Switch GERAS, MCB, MCCB, vfd, servo, plc, hmi contractors, sensor, limit switches, pushbutton, lamps

### REFERENCE WEBSITE

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## Content & Competitive Strategy

#### BLOG STATUS

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#### PUBLISHING FREQUENCY

Multiple times per week

#### TOPICS TO RANK FOR

OEM, SPM, PANEL BUILDER, EU, FREE LANCER

#### COMPETITORS

Omron, Schneider, Delta, ABB, Inovance, mitsubusi, seimense, Autonics, telilmechonic, INVT

#### COMPETITOR SEO STRENGTHS

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### Technical & Local SEO

#### GOOGLE INDEXED?

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#### SEARCH CONSOLE?

No

#### GOOGLE ANALYTICS?

No

#### TECHNICAL ISSUES

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#### LOCAL SEO TAGS

Listed on Google Business, Want local "near me" rankings, Need Google Maps integration

### Backlinks & Success Metrics

#### BACKLINK HISTORY

No prior backlink work

#### LINK BUILDING STRATEGIES

Business spotlights, Collaborations / partnerships

#### SUCCESS METRICS

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#### EXPECTED TIMELINE

1–3 months

#### SUPPORT NEEDED

Full-service SEO support