

# VIRTUAL BRIDGE

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SEO CASE STUDY

## PROJECT BRIEF:

Client- Virtual Bridge

Virtual Bridge Co. was established in 1998, Virtual Bridge SAL Offshore proved itself as one of the trusted and reliable service providers in the Middle East.

With an enviable reputation as a specialized company, with the resources to offer comprehensive security services.

## INDUSTRY HIGHLIGHTS:

CCTV, Burglar Alarm, EAS, Access Control,  
People Counting, Fire Alarm, Safety  
Equipment, Low Current, Home Automation,  
and furnishing & more.

## LOCATION:

UAE, KSA



# PROBLEM



The Virtual Bridge website had serious issues related to their server's speed, which drastically slowed their website's loading speed.

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Their website wasn't secure, it contained a lot of technical errors, was less responsive on mobile devices & had issues related to submissions on the search engines such as sitemap & robot.txt extensions.

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The website had negligible On-Page SEO done. It lacked meta tags, keyword optimization, Image tags & much more.

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The website had poor traffic, a bad backlinks Score, a high bounce rate, a low retention of users and a Low rank on SERP (Search Engine Ranking Page)

# OUR SOLUTIONS

We worked on the following:



We commenced with an in-depth website audit to identify optimization opportunities. These included changes to website architecture, repairing broken links, URL structure, internal linking, fixing duplicate content, local & organization schema markup, and other important technical issues.

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The site structure was reviewed & updated with site navigation and additional service pages.

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With the help of website analysis, technical issues such as XML sitemap & robots.txt, 300 & 400 code errors, friendly URLs & more, were fixed.

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A comprehensive on-page optimization strategy was executed; Fixing Broken Links, URL structures, 301 redirects, Meta Tags, Image Alt Tags, Anchor text linking, Keywords research, Google Tag installations & Submission of Website to search engine.

## OUR SOLUTIONS



With the help of their competitor analysis, keywords were researched and added based on their relevancy and project requirements.

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The content was optimized on the webpages. Further keyword density, multimedia, & internal linking to increase more visitors & awareness of the brand or products organically, were looked into.

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Local citations & quality backlinks by developing an Off-Page strategy to drive more organic & local search traffic to promote their web-content & services was undertaken.

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Incorporated Web 2.0, Guest Posting, Social Bookmarking, PDF share & more to increase the organic leads to their website.

# RESULTS

With the help of the on-page factors & off-Page activity we increased their Organic traffic & increased the quality of backlinks.

## KEYWORDS WE FOCUSED ON

Keywords	Min search volume	Max search volume	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
accordion doors	100	1,000	High	100	28.72	163.48
acoustic shutters	10	100				
fire rated aluminum doors	10	100	Medium	41	54.97	141.7
fire shutter	10	100	Low	8	67.1	82.78
folding doors	100	1,000	High	100	35.09	136.47
high speed door	10	100	Medium	55	82.46	153.27
horizontal shutter doors	10	100				
operable panel	10	100	Low	0		
sliding doors	1,000	10,000	High	100	32.07	118.61
smoke curtain	10	100	Low	16	65.16	118.34
vertical shutter door	10	100	Low	0		



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