

# Case Study: Organic Search Engine Optimization (SEO)



## Absolute Testing Services

Absolute testing services is a true independent, third-party testing organization. The company exists to provide reliable and timely power systems testing, commissioning and maintenance to the Houston, Texas market and beyond. Absolute Testing Services takes great pride in offering the highest quality power systems testing and electrical service to every customer. In addition to power systems testing, they provide project management and calibration, while meeting all required electrical specifications and safety standards.

In the spring of 2015, Brand Tackle partnered with Absolute Testing Services to help build and deploy a new corporate website. While Brand Tackle was not responsible for the design of the website, the team worked closely with a 3rd party designer to make sure the architecture and structure would support an efficient build and to foster search engine results for the power testing services they offer.

After launch and several additional website additions and SEO modifications, the website is performing very well in organic search results. If a potential customer is looking online for a service that Absolute offers around the Houston metroplex area, the odds are very good that they will find Absolute Testing Services on the first page and click through to the website.



## Keyword Performance Summary

Snapshot Taken: May 2020

Note: Keyword ranks are listed as "Search Term: Page (Page Rank)"

### Top Client Keywords (Organic)

#### Page 1 Results

Commercial Power Systems Testing: Page 1 (3, 4)

Electrical Testing Houston: Page 1 (1)

Houston Electrical Testing: Page 1 (6)

Power Testing Houston: Page 1 (1)

Houston Power Testing: Page 1 (1)

Third Party Power Testing Houston: Page 1 (2)

Houston Third Party Power Testing: Page 1 (2, 3)

Power Systems Commissioning Houston: Page 1 (1, 2)

Houston Power Systems Commissioning: Page 1 (2, 3)

Houston Electrical Systems Testing: Page 1 (1, 2)

Electrical Systems Testing Houston: Page 1 (1, 2, 3)

Houston Circuit Breaker Testing: Page 1 (1, 2)

Circuit Breaker Testing Houston: Page 1 (3, 4)

Capacitor Bank Testing Houston: Page 1 (2, 3)

Houston Ground Fault System Testing: Page 1 (3)

Ground Fault System Testing Houston: Page 1 (3)

Hospital Power Systems Testing Houston: Page 1 (1, 2)

Houston Hospital Power Systems Testing: Page 1 (1, 2)

Houston Power Systems Maintenance: Page 1 (3, 4)

Power Systems Maintenance Houston: Page 1 (2, 3)

Healthcare Power Systems Testing: Page 1 (2)

Healthcare Power Systems Testing Houston: Page 1 (1, 2)

Houston Healthcare Power Systems Testing: Page 1 (1, 2)

Electrical Systems Startup Houston: Page 1 (6)

Oil and Gas Power Systems Testing: Page 1 (1, 2)

Switchgear Testing Houston: Page 1 (3, 4)

Houston Switchgear Testing: Page 1 (3, 4)

Houston Auto Transfer Switching Testing: Page 1 (1, 2)

Auto Transfer Switching Testing Houston: Page 1 (1, 2)

Houston High Rise Power Systems: Page 1 (2, 3)

High Rise Power Systems Houston: Page 1 (2, 3)

Power Systems Testing Industry: Page 1 (5, 6)

Power Systems Testing Industries: Page 1 (3)

Power Plant Power Systems Testing: Page 1 (2)

