



SEO CASE STUDY

Appliance All Service



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SEO Case Study

Appliance All Service

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BOOK SERVICE →

780-468-4616

Appliance Sales & Repairs

New Appliances

Book Service

Kitchen Appliances



At Appliance All Service we strive to offer the best value in [used appliances](#). Everything we sell is professionally repaired, thoroughly tested and meticulously cleaned. All this means that we offer like-new condition used appliances at around half the cost of new.

In an effort to find the most cost-effective solution to suit your needs we also offer in-home [appliance repair service](#) calls in Edmonton, Sherwood Park, St. Albert, and in-shop appliance repair services. All our sales and services are backed our guarantee up-held by a staff with a cumulative experience of well over 100 years. Although our customers often call us various versions of our name: All Appliance, All Appliance Repair , All Appliance Service etc., at Appliance All Service, [customer service](#) is at the forefront of everything we do.

<https://www.applianceallservice.ca>

Challenges

When Appliance All Services approached me, they were completely low on traffic and impressions. They simply wanted great visibility through SERP rankings & more leads. The major challenge was to rank the targeted Keywords on the 1st page of Google as the website is a One Page Website and It has always been difficult to rank keywords on a One Page website.

The challenges for us were: -

1. Target different keywords
2. It's a one-page website
3. Optimization of the website

The Solution

First, I did keyword research and tried to find out the best possible keywords by keeping their searches & competition in mind. After finalizing the keywords, I changed all the meta tags and optimized the content according to the keywords. I optimize all images' alt tags.

After fixing the on-page issues, I started working on the off-page SEO. I started seeing improvement within 3 months. I saw the number of clicks increased on Google Webmaster (Google search console) as well as Google Analytics.

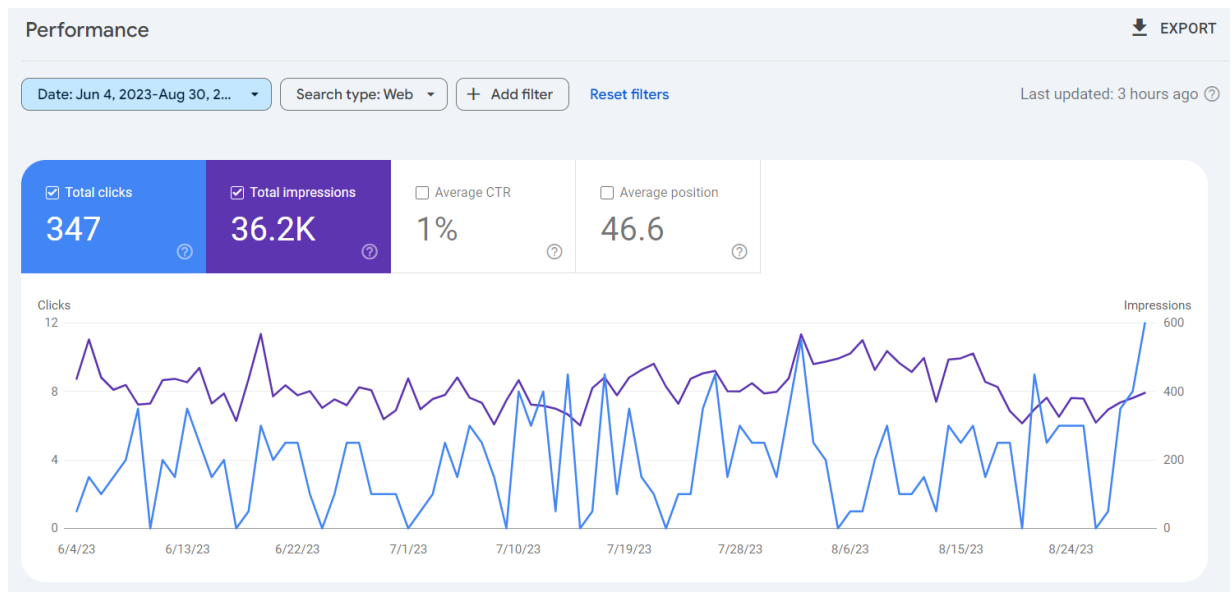
Within 10 months all 15 keywords started ranking in 1st position on the SERP. After these keywords, we added 15 more keywords and even from those keywords, most of the keywords also started ranking in 1st position. We are currently working on this website, and it is getting improved day by day.

Using a combination of on-site SEO activities and constant on-site improvements, I saw a steady rise in the organic traffic coming to the website.

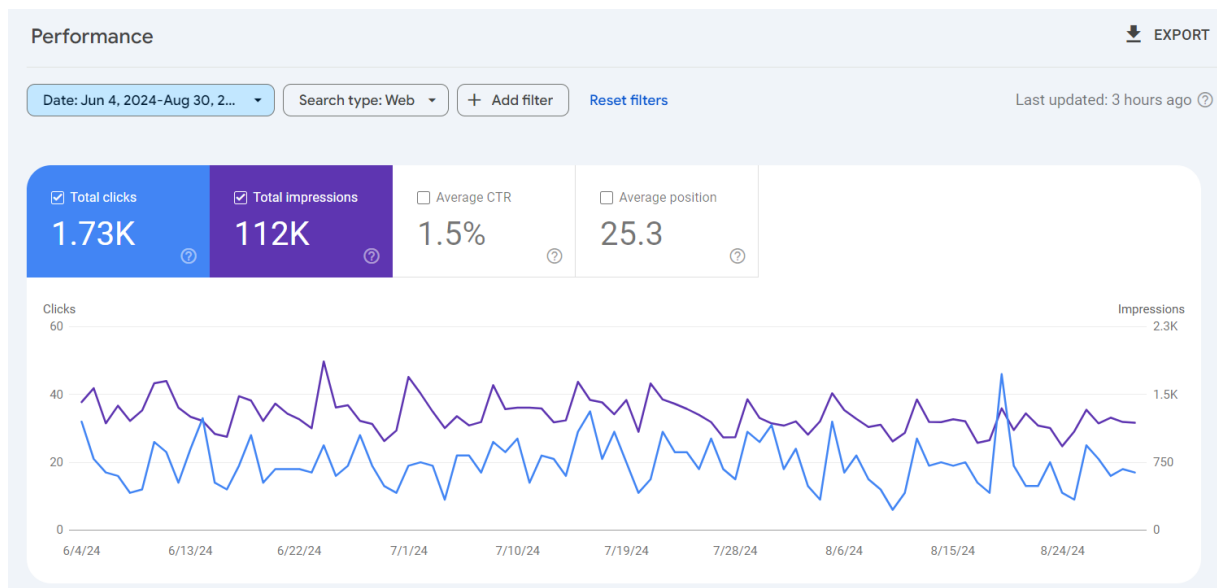
Over First three months (Sept 2023 - Nov 2023).

I have witnessed a **3X** increase in organic traffic.

Traffic Before SEO Campaign June-Aug 2023



Traffic After SEO Campaign till Aug 2024



- **5x** Increase in Clicks
- **3x** Increase in Impressions

Keyword's Latest Ranking Results

Keyword: In shop appliance repair

Position: #1 on Google.com

The screenshot shows a Google search for "in shop appliance repair". The search bar includes the Google logo and the search text. Below the search bar, there is a "Keyword difficulty" indicator and a link to "View full report for this keyword". The search results are displayed in a list format. The top result is from "Appliance All Service" with the URL "https://www.applianceallservice.ca". The title of the result is "#1 Appliance Repair Edmonton | Refurbished Appliances". Below the title, there is a meta-data bar showing "L: 45", "LD: 5.05K", "I: 50", "whois", "source", and "Rank: 3.44M". The snippet of the result reads: "Appliance All Service is the best domestic appliance Repair in Edmonton. Contact us for home appliance Repair services ... In-Shop Appliance Repair. Read More ...". Below the snippet, there are three buttons: "In-Shop Appliance Repair", "Appliance Repair Edmonton", and "In-home Appliance Repair". To the right of the search results, there is a "Trend Data" section with a graph showing search volume over time (7d, 30d, 3mo, 12mo) and a "Get Y" button.

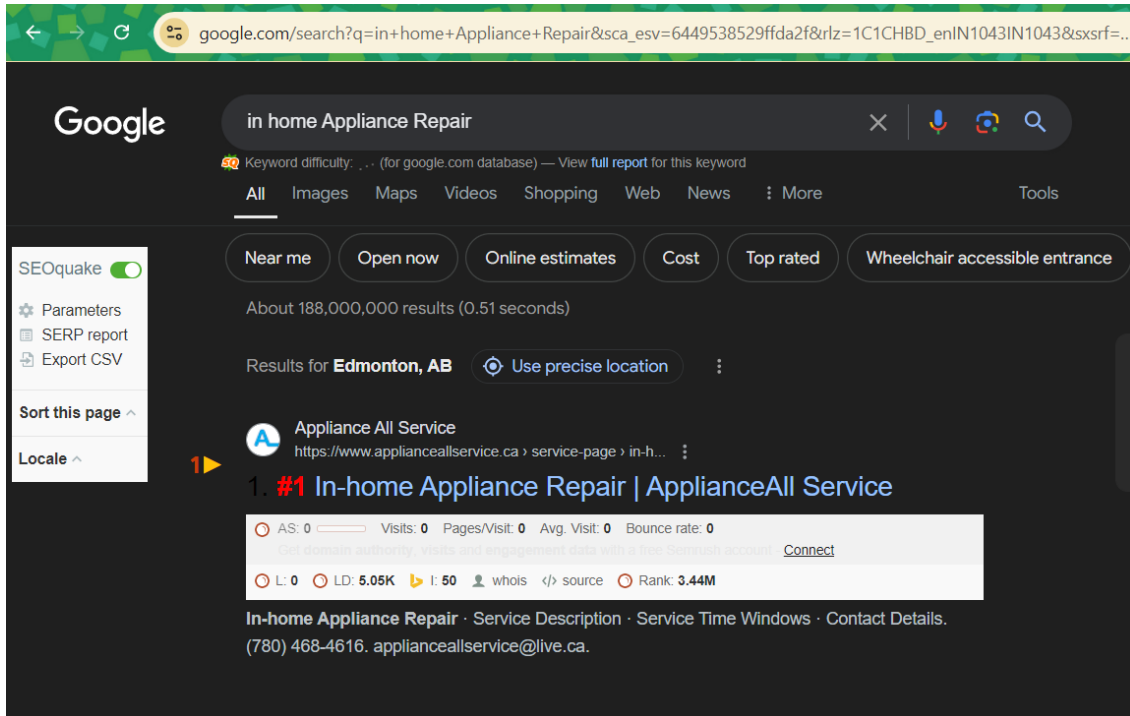
Keyword: used appliances repair & sales

Position: #1 on Google.com

The screenshot shows a Google search for "used appliances repair & sales". The search bar includes the Google logo and the search text. Below the search bar, there is a "Keyword difficulty" indicator and a link to "View full report for this keyword". The search results are displayed in a list format. The top result is from "Appliance All Service" with the URL "https://www.applianceallservice.ca". The title of the result is "#1 Appliance Repair Edmonton | Refurbished Appliances". Below the title, there is a meta-data bar showing "L: 45", "LD: 5.05K", "I: 50", "whois", "source", and "Rank: 3.44M". The snippet of the result reads: "Appliance All Service is the best domestic appliance Repair in Edmonton. Contact us for home appliance Repair services ... Used Appliances Edmonton. Learn More.". Below the snippet, there are four buttons: "Used Appliances", "New Appliances", "Appliance Repair Edmonton", and "Book Service". On the left side of the search results, there is a sidebar with "SEOquake" and "Parameters" sections. The "Parameters" section includes "SERP report" and "Export CSV". The "Sort this page" section is expanded, showing "Locale" and "Near me", "Open now", "Reviews", "Online estimates", "Top rated", and "Wheelchair accessible entranc". The "Near me" button is selected. Below the search results, there is a "Results for Edmonton, AB" section with a "Use precise location" button. Below the "Use precise location" button, there is a "Connect" button and a "Rank: 3.44M" indicator.

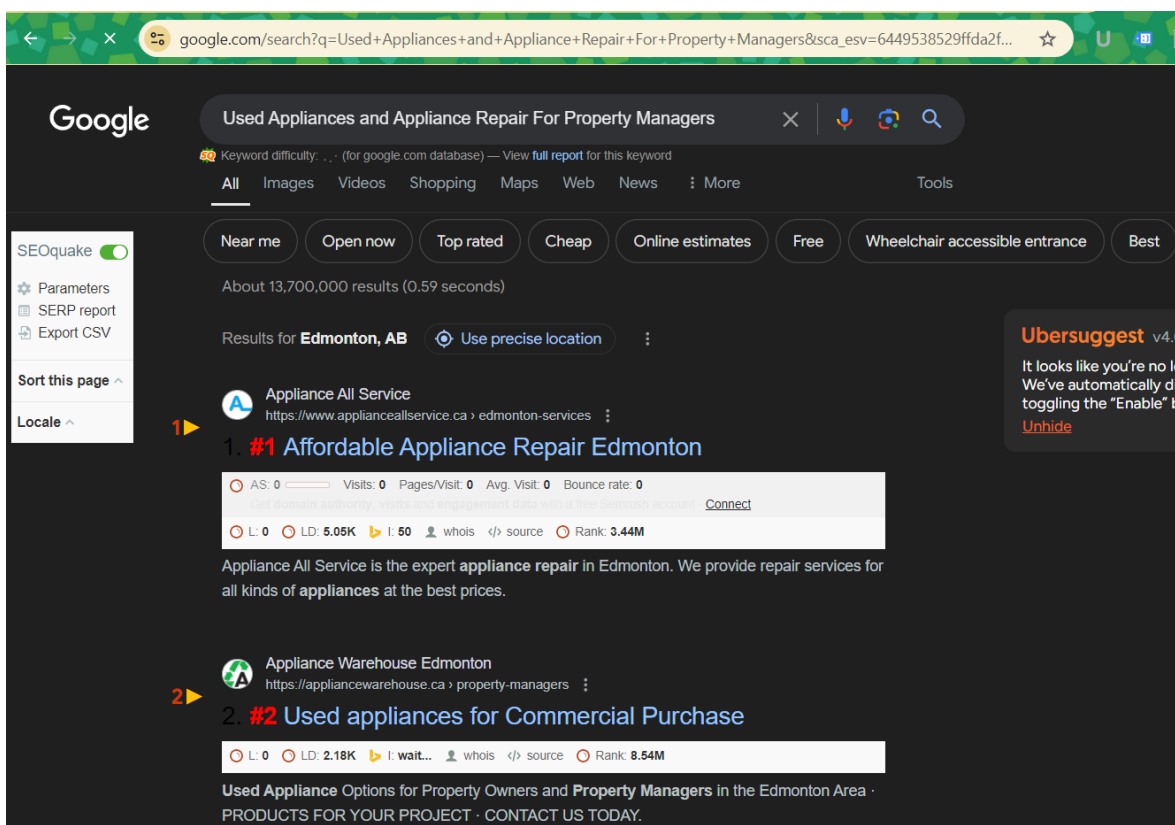
Keyword: Awareness doll

Position: #1 on Google.com



Keyword: Used Appliances and Appliance Repair For Property Managers

Position: #1 on Google.com



Thank you

You can connect me through

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