

COMPANY OUMTECH.COM

How We Increased Organic Visibility
by 38.8% and Improved Keyword
Rankings by 39%



Executive Summary

OUM Technology Solutions is a leading Industrial IoT (IIoT) and software development company providing innovative digital transformation solutions to businesses worldwide. Despite offering robust technology solutions, the company faced challenges in achieving strong organic visibility in search engines.

Through a strategic SEO campaign focused on technical optimization, content development, keyword expansion, and authority building, OUM Technology Solutions achieved:

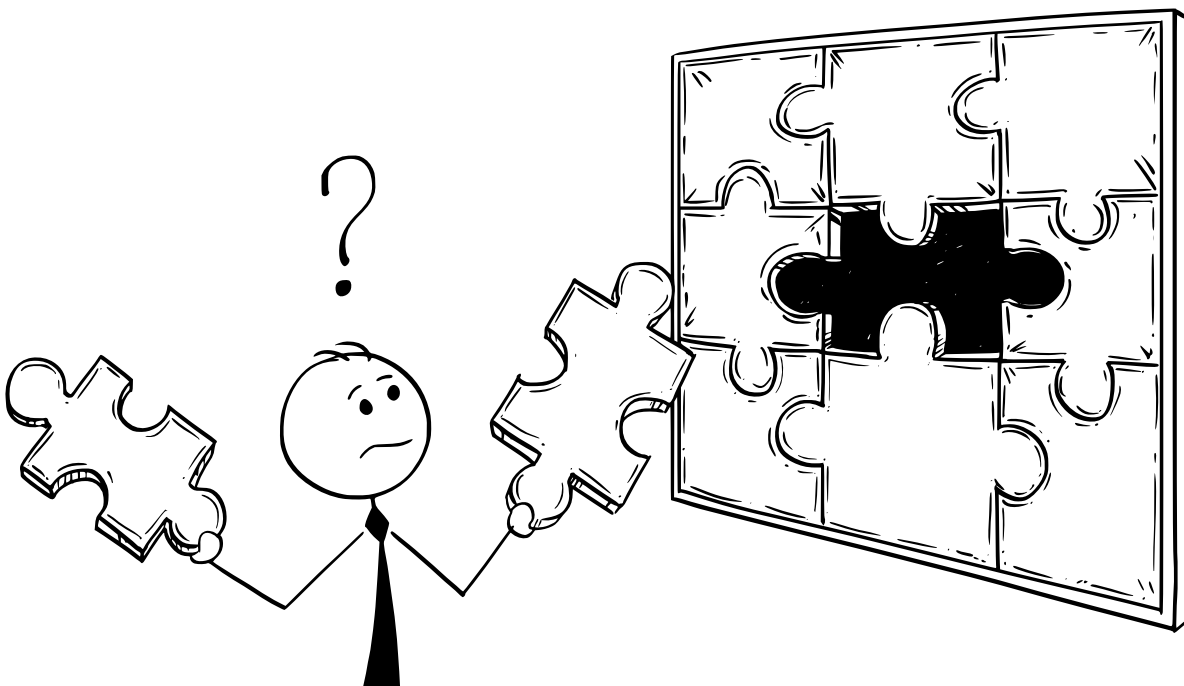
- ✓ 38.8% increase in organic impressions
- ✓ 28.4% increase in organic clicks
- ✓ 39.3% improvement in average keyword position
- ✓ Increased website engagement and conversion opportunities

The Challenge

Before the SEO campaign, OUM Technology Solutions faced several growth barriers:

- Low visibility for high-intent IoT and software development keywords
- Limited organic traffic from Google
- Poor average keyword rankings
- Underutilized service pages
- Strong competition from established technology providers

The goal was to improve search engine rankings, increase qualified traffic, and generate more business inquiries through organic search.



Our SEO Strategy

Technical SEO Optimization

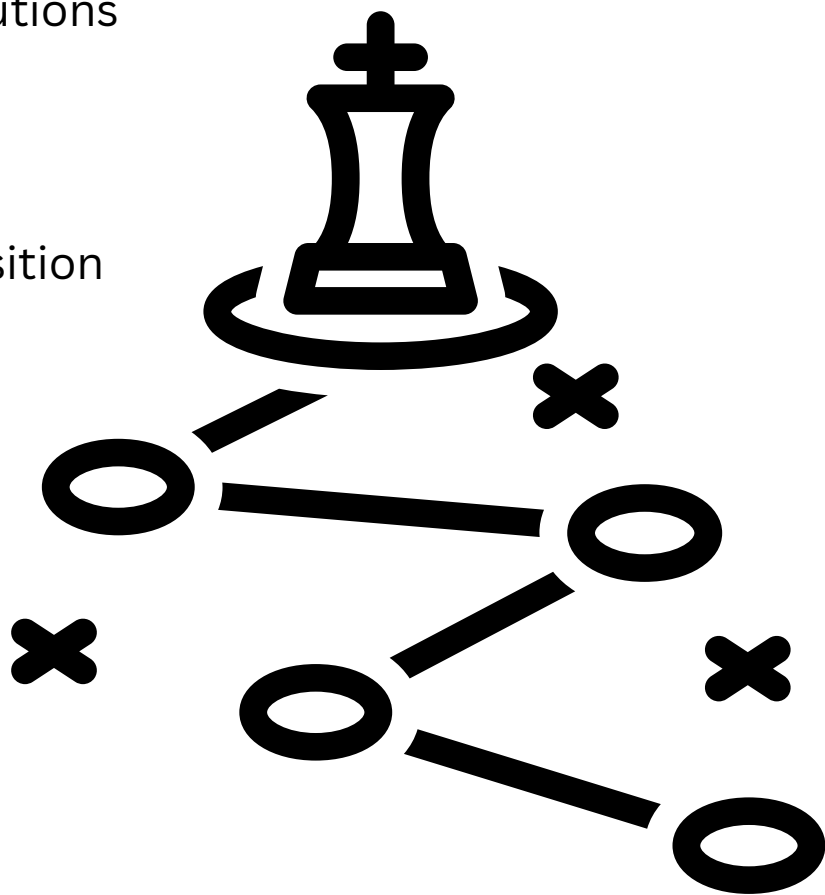
- Comprehensive SEO audit
- Indexing and crawl issue resolution
- Internal linking optimization
- Metadata enhancement
- Site speed improvements
- Structured data implementation

Content Strategy

- Creation of service-specific landing pages
- Industry-focused content development
- Long-tail keyword targeting
- **Topic cluster creation around:**
 1. Industrial IoT
 2. Smart Manufacturing
 3. Data Visualization
 4. Supply Chain Technology
 5. Enterprise Software Solutions

Authority Building

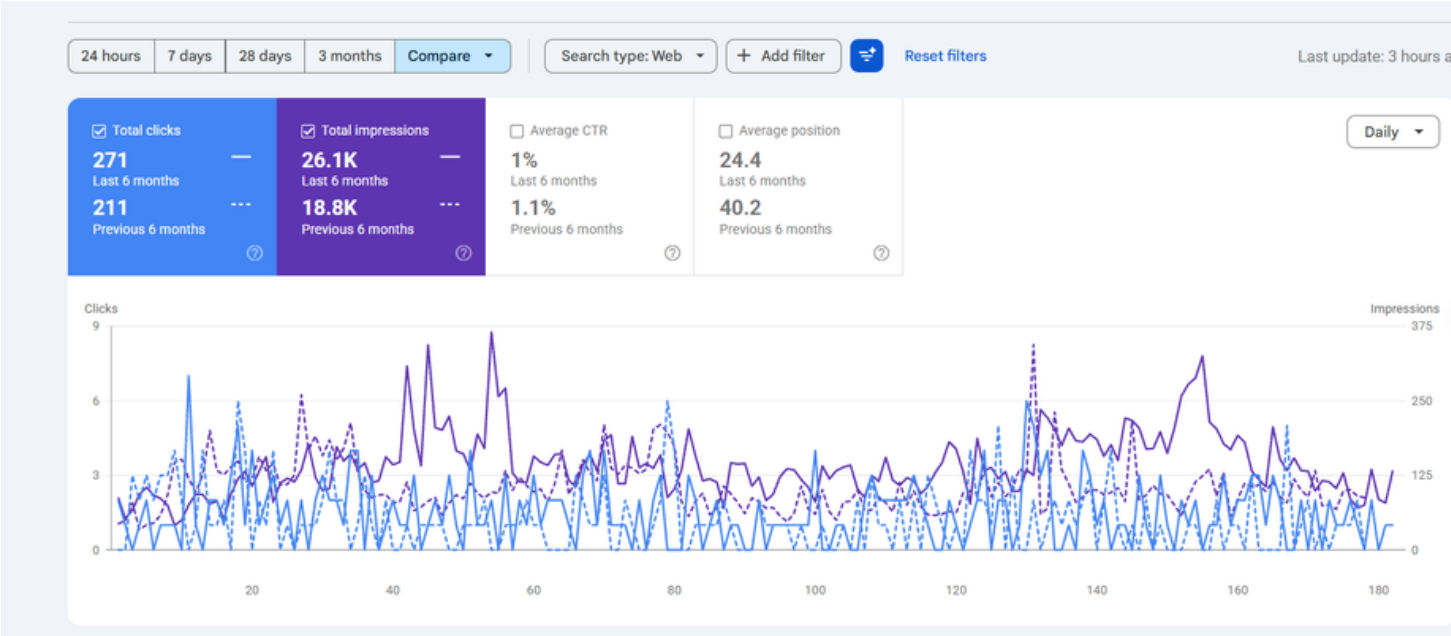
- Strategic backlink acquisition
- Industry citations
- Content promotion
- Digital PR opportunities



Search Visibility Growth

Google Search Console Performance

The graph below highlights the growth achieved during the six-month SEO campaign compared to the previous six-month period.

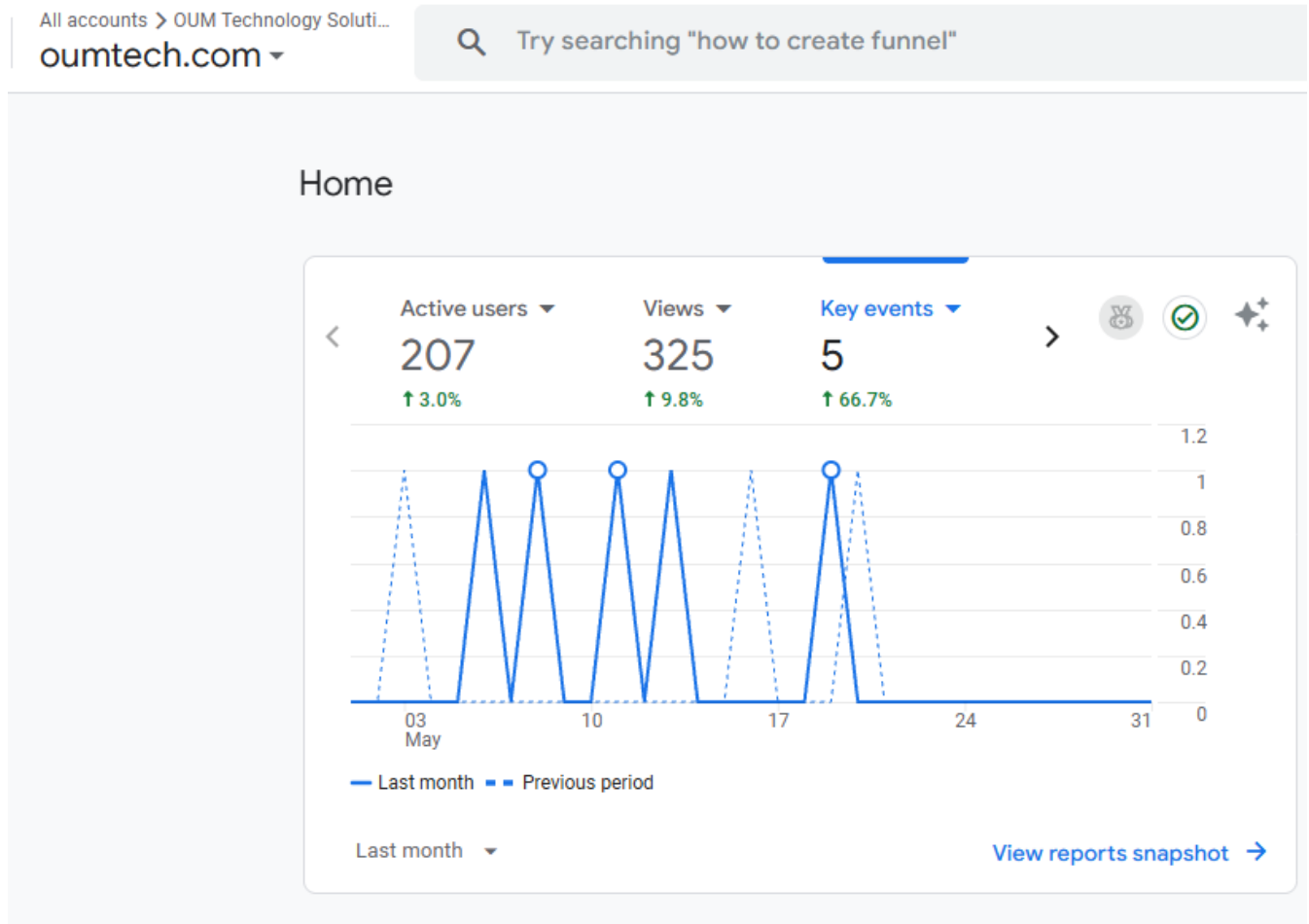


Metric	Previous 6 Months	Last 6 Months	Improvement
Clicks	211	271	28.40%
Impressions	18.8K	26.1K	38.80%
Average Position	40.2	24.4	39.30%
Average CTR	1.10%	1.00%	Maintained

Key Takeaway
The increase in impressions demonstrates significantly improved visibility across Google Search, while the ranking improvement indicates stronger positioning for targeted commercial keywords.

User Engagement Growth

While visibility is important, user engagement is what ultimately creates business opportunities.



Engagement Metrics

- 207 Active Users
- 325 Page Views
- 5 Key Conversion Events
- Increased interaction with core service pages

The improved engagement metrics indicate that the SEO campaign attracted more relevant visitors who actively explored OUM Technology Solutions' services.

Business Impact

Increased Brand Visibility

The company gained greater exposure within the Industrial IoT and software development market.

Better Search Rankings

Several target keywords moved significantly closer to Page 1 of Google search results.

Higher Quality Traffic

Visitors arriving through search engines showed stronger engagement and intent.

More Lead Opportunities

Improved visibility and traffic translated into more opportunities for consultations and project inquiries.



Results at a Glance



38.8% Increase in Organic Impressions.



28.4% Increase in Organic Clicks.



39.3% Improvement in Average Ranking Position.



Higher Website Engagement.



Increased Conversion Opportunities.

