New Pipes Inc – SEO Progress & Strategy Report

1. Overview - www.newpipesinc.com

This report outlines all SEO efforts made to date for New Pipes Inc., including keyword research, on-page & technical implementation, content development, and performance statistics.

2. Work Completed So Far

Keyword Research:

- Comprehensive keyword research completed for services and cities.
- Targeted HVAC and Plumbing services.
- Local SEO focuses on San Jose, Santa Clara, Cupertino, Campbell

Attached: New Pipes SEO

On-Page SEO:

- Meta titles, descriptions, and headings optimized.
- Image alt tags and filenames updated.
- Internal linking structure improved.
- City Pages Creation

Technical SEO:

- Sitemap submitted.
- Mobile-friendliness and speed reviewed.
- Robots.txt optimized.

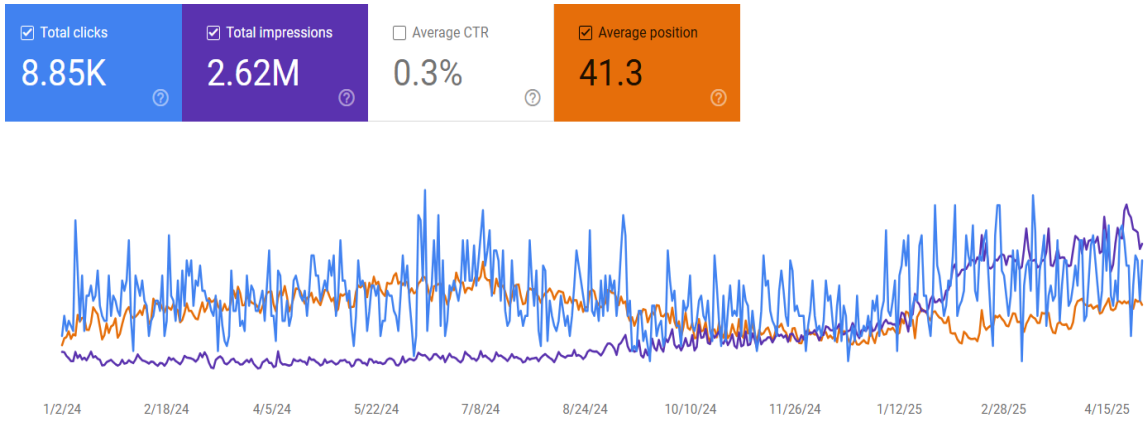
3. Strategy Implemented

- Developed Pillar & Sub-Pillar content structure.
- Guest Posting and directory submissions.
- Geo-targeted landing pages implemented.

- Improved NAP consistency across web assets.
- Strong Internal linking

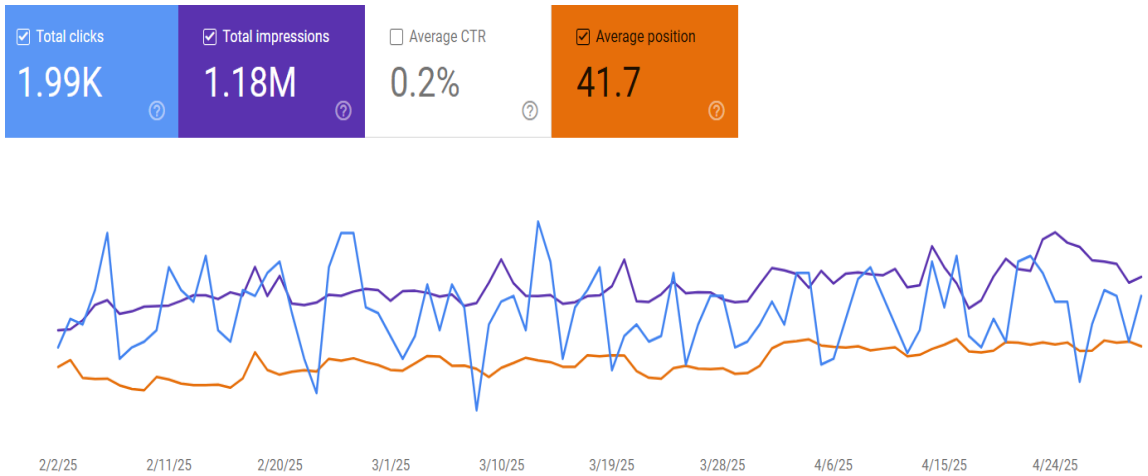
4. Current SEO Performance

- Total Clicks: 8.85K
- Total Impressions: 2.62M
- Average CTR: 0.3%
- Average Position: 41.3



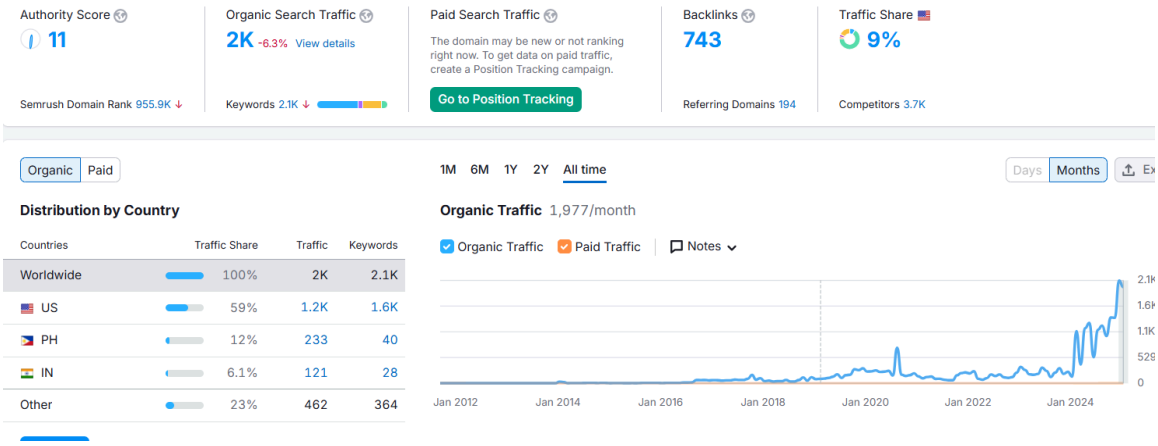
📉 Previous Quarter (2/2/24 – 1/05/25):

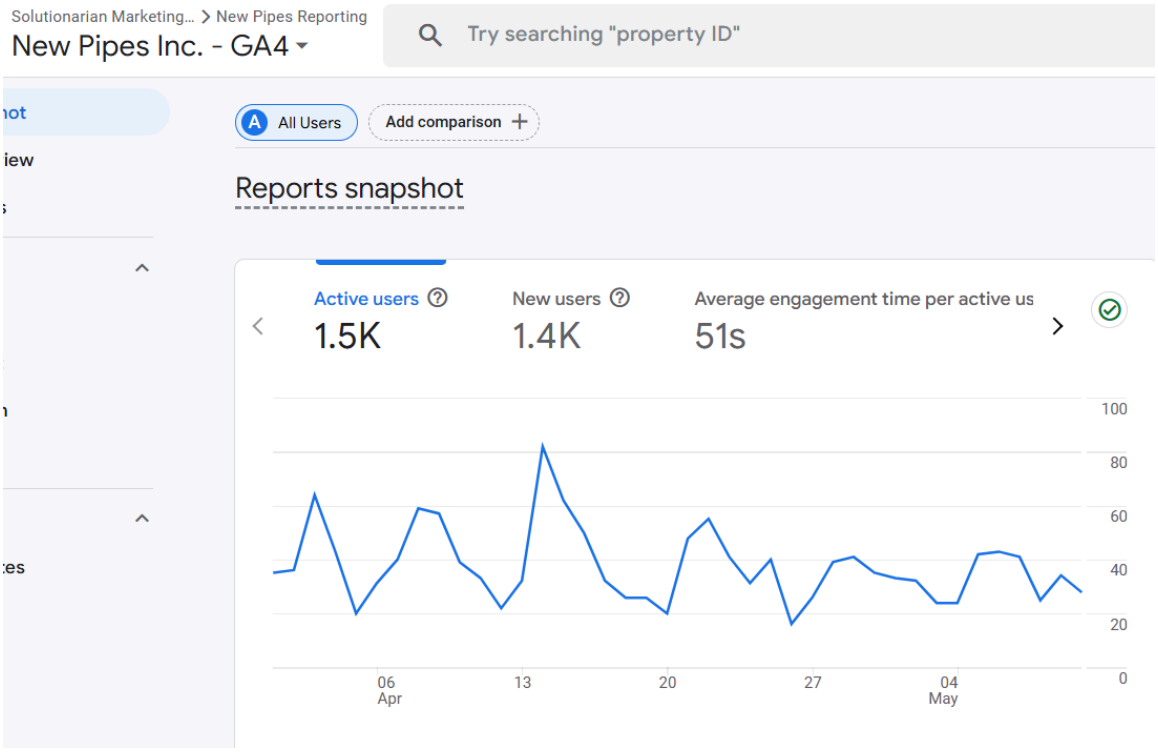
- Clicks: 1.99K
- Impressions: 1.18M
- CTR: 0.2%
- Avg. Position: 41.7



📊 SEMrush Stats:

- Organic Search Traffic: 2K
- Organic Keywords: 1.2K
- Traffic Cost: $11K
- Semrush Rank: 955K
- Backlinks: 743 from 194 Referring Domains
- Top Organic Keywords: 'repiping', 'sewer lines', ‘santa clara ca plumber’





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New Pipes Inc. - GA4

Try searching "property ID"

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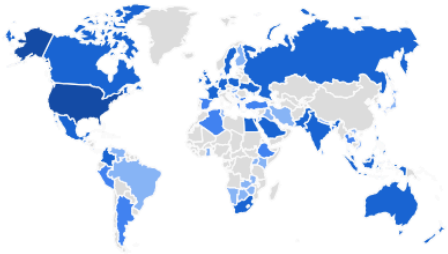
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Reports snapshot

Active users by Country



COUNTRY	ACTIVE USERS
United States	1K
India	47
United Kingdom	46
Pakistan	38
Canada	34
Philippines	27
Australia	20

View countries →

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New Pipes Inc. - GA4

Try searching "property ID"

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Acquisition overview

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New users by First user primary channel grou...

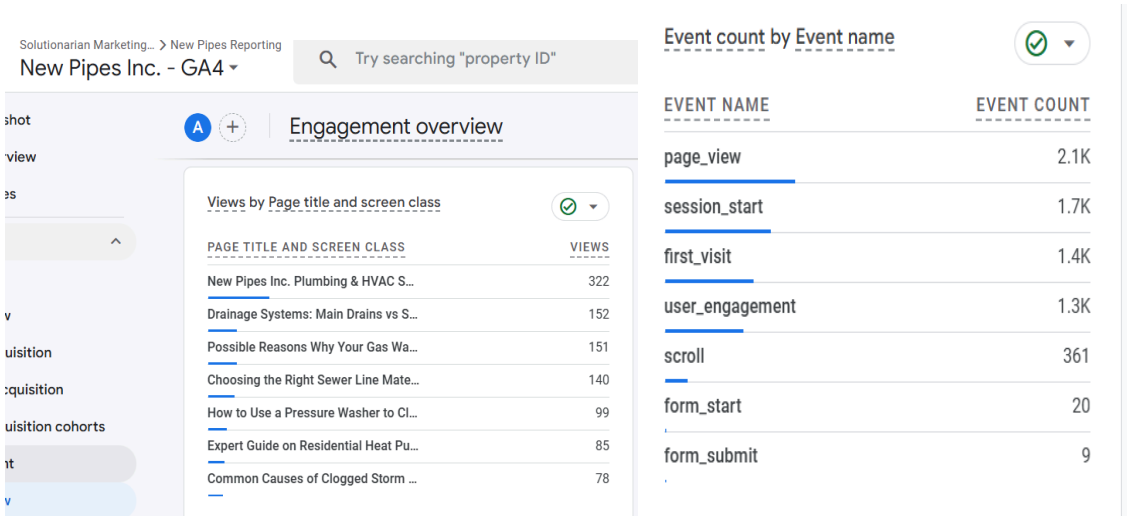
FIRST USER PRIMARY CHA...	NEW USERS
Organic Search	1K
Direct	370
Referral	25
Organic Social	12
Unassigned	1

View user acquisition →

Sessions by Session source

SESSION SOURCE	SESSIONS
google	1.1K
(direct)	425
bing	77
yahoo	38
duckduckgo	31
facebook.com	11
chatgpt.com	7

View traffic acquisition →



5. Next Steps

- Continue publishing location-based blogs.
- Build backlinks from niche construction directories.
- Expand to surrounding towns that are not yet covered.
- Monitor core web vitals and fix remaining issues.