

SEO Case Study – Ideal Electrical Solutions

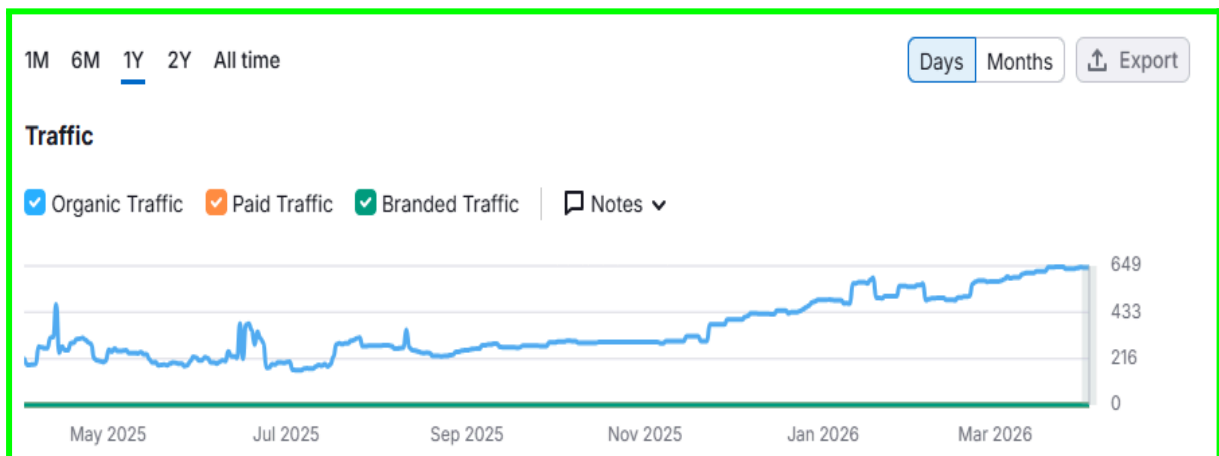
Website: <https://www.idealelectricalsolutions.co.uk/>



This is a short story of how I helped an Ideal Electrical Solutions website recover lost rankings, rebuild visibility, and grow organic traffic in a very competitive niche.

The Starting Point

When I reviewed the performance trend, the website showed visibility without momentum.



From early to late 2025, organic traffic remained largely flat, indicating limited keyword impact and weak search presence. Rankings lacked stability, and growth failed to compound.

Toward the end of 2025, a clear upward shift appears. Traffic began rising steadily, followed by a sharp acceleration entering early 2026 — a strong indicator of improved rankings, expanded keyword coverage, and strengthened authority.

By January 2026, the site had moved from stagnation to sustained organic growth, reflecting effective SEO optimization and compounding visibility gains.

The Goal

My goal was simple:

- Recover lost rankings
- Stabilize keyword positions
- Turn inconsistent traffic into steady, compounding growth

Instead of chasing quick wins, I focused on fixing the foundation first and then building authority the right way.

The Turnaround (6-Month View)

Over this six-month period, the site demonstrates a clear performance recovery.



Organic traffic transitions from a low, flat baseline into steady upward growth. The increase is progressive rather than erratic, indicating stabilized rankings and improved keyword positioning. Short-term fluctuations are present, but the overall trajectory remains consistently positive.

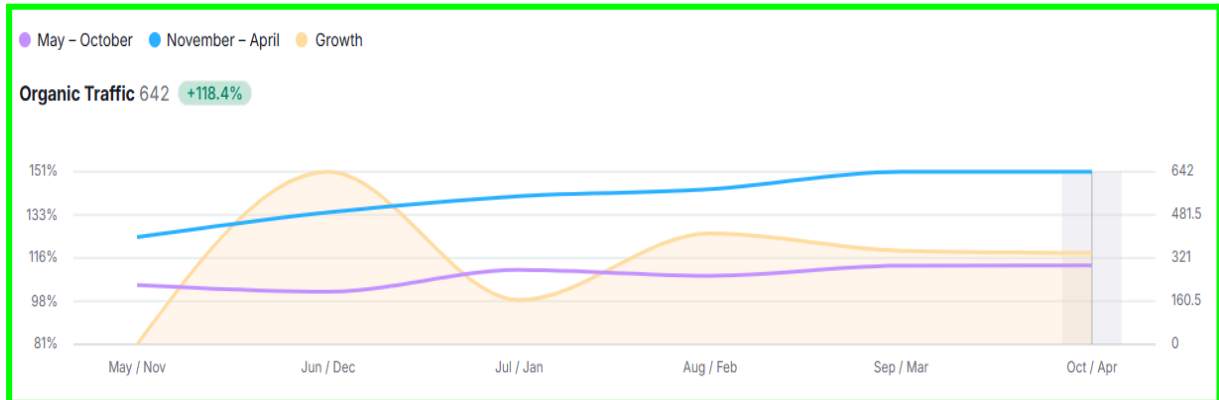
Visibility expanded as lost rankings were regained and new keywords secured stronger positions. Traffic gains held without sharp reversals, reflecting controlled optimization rather than temporary spikes.

The result is sustained, measurable growth — a signal of effective SEO improvements and strengthening search presence.

Current Performance Snapshot

Today, the site reflects strong, sustained SEO growth:

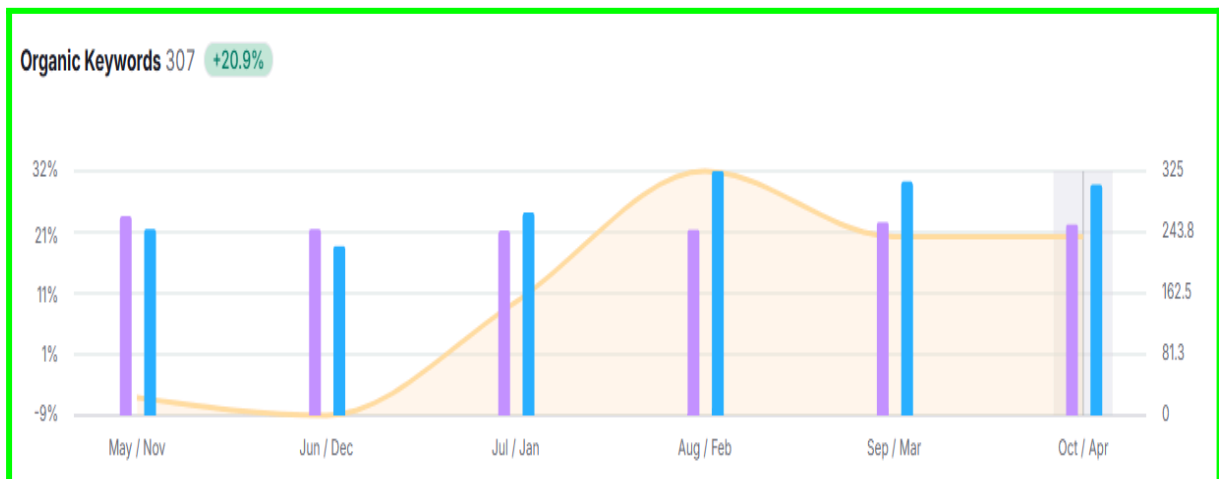
- 640+ monthly organic traffic
- Clear long-term upward trend
- Stable rankings with controlled fluctuations



These metrics confirm that optimization efforts are delivering measurable results at both the technical and strategic levels, with visibility and traffic now compounding consistently.

Keyword Performance Highlights

I focused on keywords that matched how people actually search.

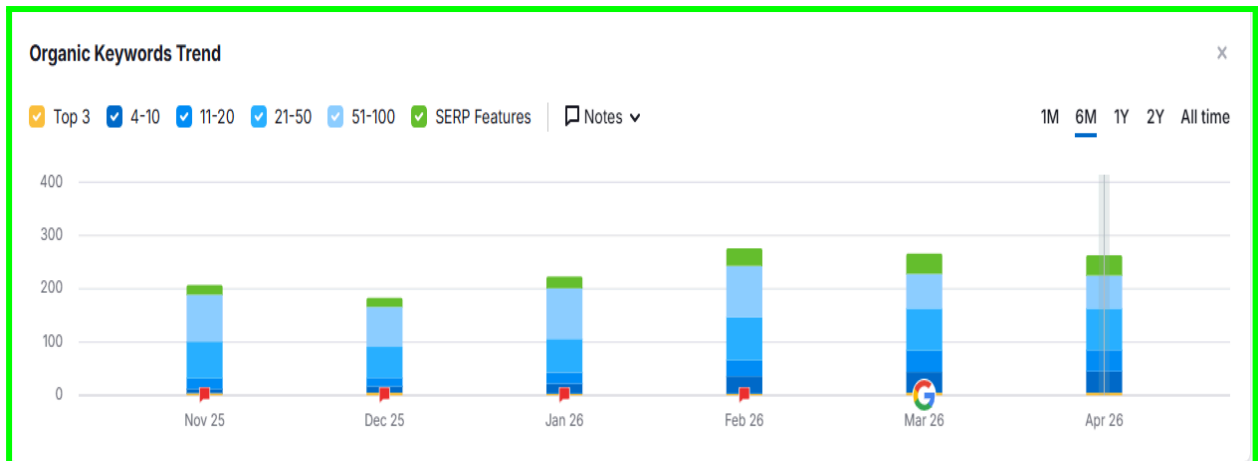


Some of the core terms include:

- electrician near me
- local electrician
- emergency electrician
- 24 hour electrician

- residential electrician
- commercial electrician
- electrical services UK
- certified electrician
- electrical contractor

Keywords Improvement



These keywords now drive consistent traffic and strong engagement, especially for image-heavy search intent.

Technical SEO (Foundation First)

The site operates on WordPress, so the first step was resolving CMS-specific technical constraints impacting crawl efficiency and indexation.

I improved the technical framework by:

- Optimizing robots.txt and XML sitemaps
- Removing duplicate and low-value indexed URLs
- Refining site architecture for clearer service hierarchy
- Improving page speed and Core Web Vitals

This provided search engines with a cleaner, faster, and more structured environment to crawl.

On-Page SEO (Aligning with Patient Search Intent)

With the technical base stabilized, focus shifted to aligning pages with real dental search behavior.

I optimized:

- Page titles, meta descriptions, and headings
- Service-specific keyword targeting
- Image alt attributes for accessibility and relevance
- Content structure for readability and conversion

Keyword overlap between service and blog pages was corrected, eliminating cannibalization and improving ranking stability.

Website Optimization

Next, I optimized the website through coding from the developer.

This included:

- Cleaning duplicate tags
- Improving the category hierarchy
- Strengthening internal linking between collections and image pages

Each collection was aligned with a primary keyword theme. This improved topical relevance and made it easier for search engines to understand the site structure.

High-Quality Backlinks (Authority Building)

With the on-site foundation complete, authority development became the priority.

I built relevant, high-quality backlinks from:

- Dental and healthcare-related websites
- Local and niche-relevant sources
- Contextual placements supporting service pages

Only clean, credible links were acquired — strengthening domain trust and supporting competitive keyword rankings.

Competitive Positioning

Ideal electrical solutions operate in a competitive local dental landscape alongside established practices.

Domain	Authority score	Semrush Rank	Org. Traffic	Org. Keywords	Backlinks	Ref. Domains	Paid Keywords
idealelectricalsolu...	10	464.4K ↑	642 ↑	311 ↓	1.4K	152	0
houserewire.uk	9	540K ↓	536 ↓	710 ↓	325	167	0
orrellelectrics.co.uk	9	1.2M ↓	106 ↓	121 ↓	1.1K	227	0
theladysparky.co....	7	1.5M ↓	45 ↓	44 ↑	144	96	0
liverpool-electrici...	8	1.2M ↑	89 ↑	47 ↓	148	63	0

Rather than mirroring competitor tactics, the strategy emphasized:

- Stronger technical SEO and crawl efficiency
- Improved site speed and performance signals
- Precise keyword targeting by treatment intent
- Clearer content and service page structure

As a result, this website now:

- Drives 642 organic visitors
- Ranks for 311 organic keywords
- Maintains a growing visibility trend
- Competes effectively despite a modest authority score

The site now demonstrates superior traffic performance relative to several higher-authority competitors, proving that structured optimization and relevance can outweigh raw domain metrics.