

# COOPER ELECTRIC SUPPLY

Cooper Electric is a company specializing in the distribution of electrical components and the provision of related services. Their product range includes adhesives, wires and cables, electrical boxes and covers, enclosures, fasteners, and adapters.

<https://www.cooper-electric.com/>

## SITUATION

The website had little SEO work on it until I was brought in. The products did not have any title tags or meta descriptions. None of the locations had been claimed on Google. Many of the URLs lacked structure and were not aligned with SEO URL best practices such as having no spaces or capital letters in the URL.

## TASK(S)

- Technical SEO Audit
- On-Page SEO
- Local SEO (Claim Google My Business Listings)
- URL Structure Refinement
- Performance Monitoring and Reporting

## ACTION

- Conducted a full site audit to identify and prioritize all existing SEO issues. Worked with Development team using Wrike tickets and weekly SCRUM meetings
- Optimized URLs by removing spaces, using lowercase letters, and following best practices
- Created and implemented keyword optimized title tags and meta descriptions for all the product and content pages
- Claimed and optimized all Google My Business locations ensuring consistent NAP along with coordinating with locations to upload high quality images from each location
- Focused on addressing searcher intent and providing comprehensive, authoritative content
- Used tools such as MOZ, Google Analytics, and Report Builder to monitor and report on success

## RESULTS

- Increased traffic by 168%
- Saw increases in Google My Business engagement as well as saw a consistent 4+ star rating for all locations based on recommendations to increase customer reviews
- Saw an increase in the number of keywords ranking on page 1 by +1,000%
- Bounce rates increased on average by 20% due to on page optimization recommendations



## AT A GLANCE CHALLENGES

- The website was not optimized for SEO
- 70+ locations that had not been claimed
- Technical SEO issues

## OUTCOMES

- **168%** increase in traffic
- **70+** Google My Business locations claimed and optimized



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Analyze website to identify areas for optimization, develop strategies to increase organic traffic, and implement technical and on-page SEO best practices.