



SEO Portfolio for Ermen System

LAST 6 MONTHS

Executed a comprehensive SEO strategy to improve organic visibility, keyword rankings, and traffic for a diesel engine supplier.



SEO Performance Overview



Organic Search

1,223



Average CTR

1.6%



Average Position

20.6



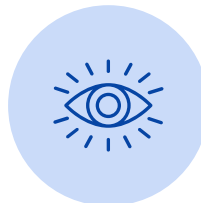
Total Keywords

50



Click

2.26K



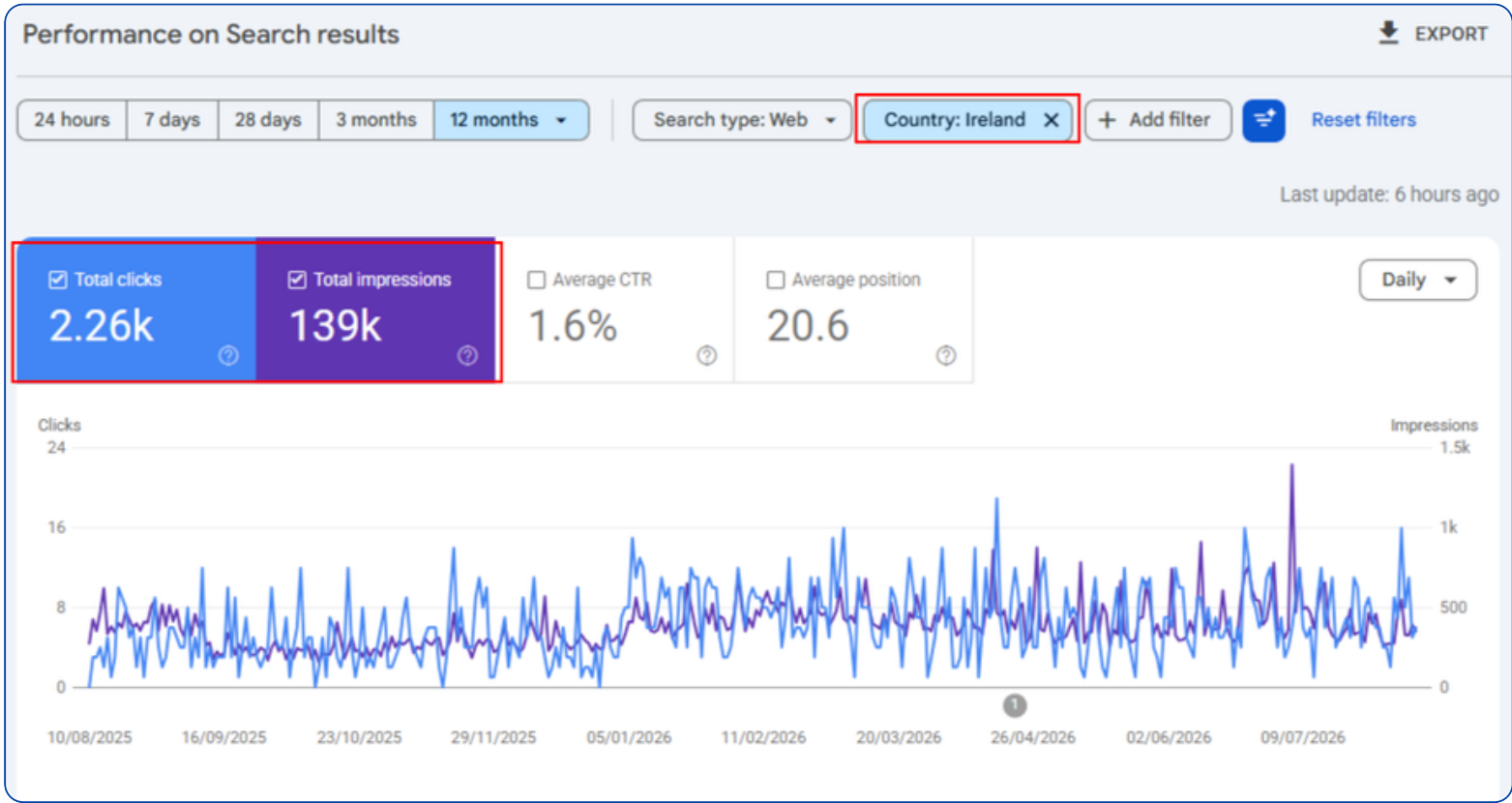
Impressions

139K

Organic Traffic

- **1,896** total website visitors were recorded during the reporting period.
- **1,223 visitors** came through Organic Search (Ireland), making it the primary source of traffic.
- Organic Search remained the dominant traffic source, driving the vast majority of website visits.

Overview



Click & Impressions

- We received **2.26K organic clicks** and **139K impressions** in the United States. This reflects the continued improvement in the website's organic visibility in Google search results.

Keyword Ranking Summary



Top 5 Keywords

8



Top 10 - 20 Keywords

14



Top 20 - 30 Keywords

20



Top 30- 40 Keywords

8

Website Keyword Ranking Overview

- 50 target keywords were optimized, improving the website's visibility in Google search results.
- 8 keywords are now ranking in Google's Top 5, increasing website visibility and driving more organic traffic.
- 14 keywords are now ranking in positions 10–20, bringing more target keywords closer to the first page of Google.
- 20 keywords are ranking in positions 20–30, while 8 keywords are now within Google's Top 40, strengthening the website's organic visibility and overall search performance in just 6 months.

Top 5 Keywords		
Sr. No.	Keywords	Ranking
1	destratification fans suppliers	1
2	ecocomfort 3 fantini cosmi	1
3	ecocomfort 3.0 smart	2
4	stuffy house	2
5	industrial destratification fans	3
6	house stuffy solution	3
7	whole home dehumidification	3
8	signs of poor ventilation in house	5

Top 10 - 20 Keywords		
Sr. No.	Keywords	Rankig
1	house dehumidifier	11
2	control humidity	11
3	hvac system small hosue	12
4	natural ventilation	12
5	heating system cleaning	14
6	centralised heat recovery system	14
7	heating system cleaning	16
8	mechanical extract ventilation	17
9	poor ventilation in bedroom	18
10	remove moisture from room	18
11	house dehumidifier	19
12	mev ventilation system	19
13	mechanical ventilation system with heat recovery	19
14	aspira ecocomfort 2.0 smart	20

AI Keyword Rankings



Appearing in Google AI Overview

Featured in AI Overview results for multiple targeted keywords and products.



Improved Organic Visibility

Stronger presence in Google Search results through AI-powered Insights.



More Relevant Visitors

Attract users with high interest through information and product-related searches.



Increased Conversion Opportunities

Greater visibility across the buying journey leading to more qualified leads.

AI Keyword

The screenshot shows the Google AI Overview for the keyword "heat recovery vs ventilation". The search bar at the top contains the keyword. Below the search bar, there are tabs for "Reviews", "Pros and cons", and "Price". The main content area features an "AI Overview" section with a summary: "Heat recovery is not an alternative to ventilation; rather, heat recovery ventilation (HRV/MVHR) is an advanced, energy-efficient type of ventilation. Standard ventilation removes stale indoor air, while heat recovery captures thermal energy from that outgoing air to warm up fresh incoming air." Below this, there is a section titled "Standard Ventilation vs. Heat Recovery Ventilation" with a list of bullet points comparing the two. On the right side, there are two product cards: "Heat Recovery Ventilation - Pipelife Ireland" and "Ermen system". The "Ermen system" card is highlighted with a red box.

The screenshot shows the Google AI Overview for the keyword "Whole House Dehumidifier System". The search bar at the top contains the keyword. Below the search bar, there are tabs for "Cost", "Reviews", "Best", and "Ireland". The main content area features an "AI Overview" section with a summary: "A whole-house dehumidifier system connects directly to your central HVAC ductwork to automatically pull in moist air, extract water, and distribute dry air evenly throughout every room. It drains water automatically, maintains a healthy target humidity level (typically 40% to 50%), and runs quietly without taking up living space." Below this, there is a section titled "How It Works" with a diagram. On the right side, there is a product card for "Ermen system" titled "Whole House Dehumidifier System: The Secret to a Healthier ...". The "Ermen system" card is highlighted with a red box.

- The website is now appearing in Google AI Overviews for several targeted keywords and products.
- This has improved the website's organic visibility in Google search results.
- Increased visibility is helping attract more relevant visitors and generate more conversion opportunities.

Organic Search Growth

Before SEO

Current



Referring Domains

50



Referring Domains

227



Organic Keywords

39



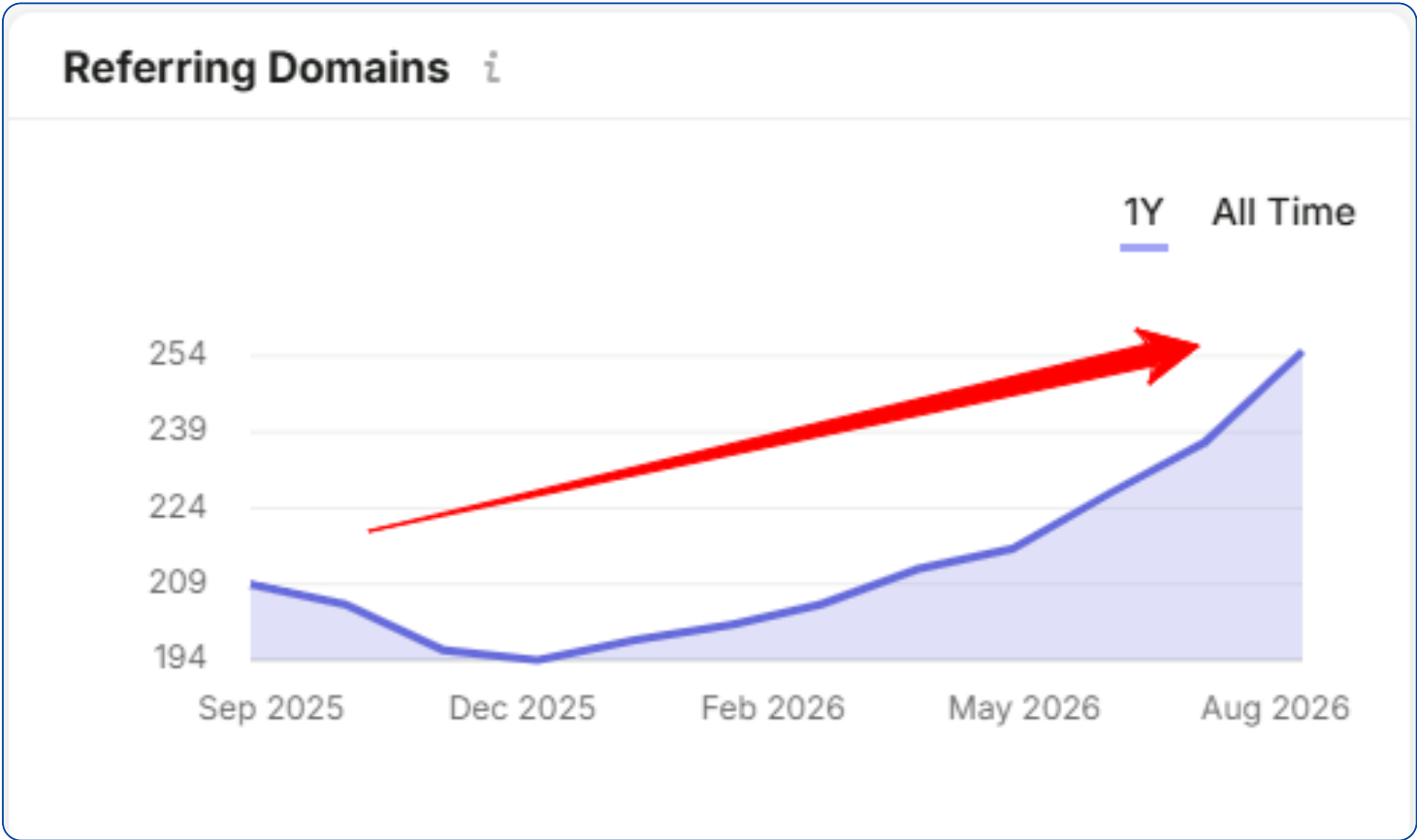
Organic Keywords

385

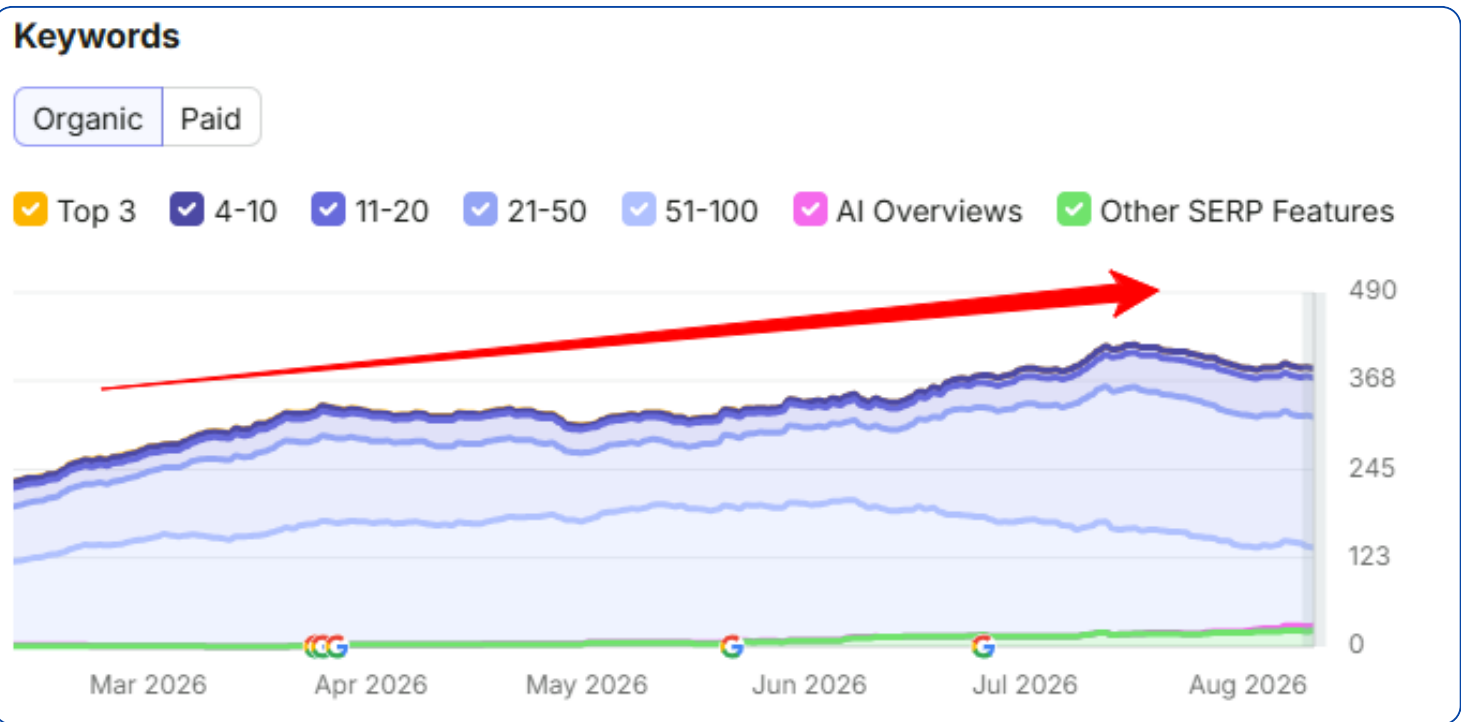
SEO Growth Highlights

- **Organic Keywords:** The website is now ranking for 385 organic keywords, increasing visibility across Google Search and attracting more potential customers.
- **Referring Domains:** Built high-quality referring domains through strategic link building, strengthening the website's authority and trust.
- **SEO Improvement:** Better keyword rankings and strong backlinks have improved the website's search visibility and overall SEO performance.
- **Increased Reach:** Expanded presence across more relevant search queries, helping the website reach more users organically.

Referring Domains



Organic Keywords



Website Health & Technical Improvements

We fixed critical technical issues and optimized key on-page factors to improve the website’s performance, user experience, and search engine visibility.

Key Highlights



Domain Authority
Increased from
3 to 13



Page Speed Score
Improved from
30 to 70



Page Authority
Improved from
10 to 33



Core Web Vitals
Now **Passed**



Indexed Pages
Grew from
20 to 624



Broken Links Fixed
Reduced from
120 to 0

Website Health Overview

Metric	Before SEO	Current	Change
Domain Authority	3	13	↑ +10
Page Authority	10	33	↑ +23
Page Speed Score	30	70	↑ +40
Core Web Vitals	Failed	Passed	—
Indexed Pages	20	624	↑ +604
Broken Links Fixed	120	0	↑ -120

Impact

- Stronger search engine visibility
- Better website performance
- Improved user experience
- Solid foundation for long-term growth