



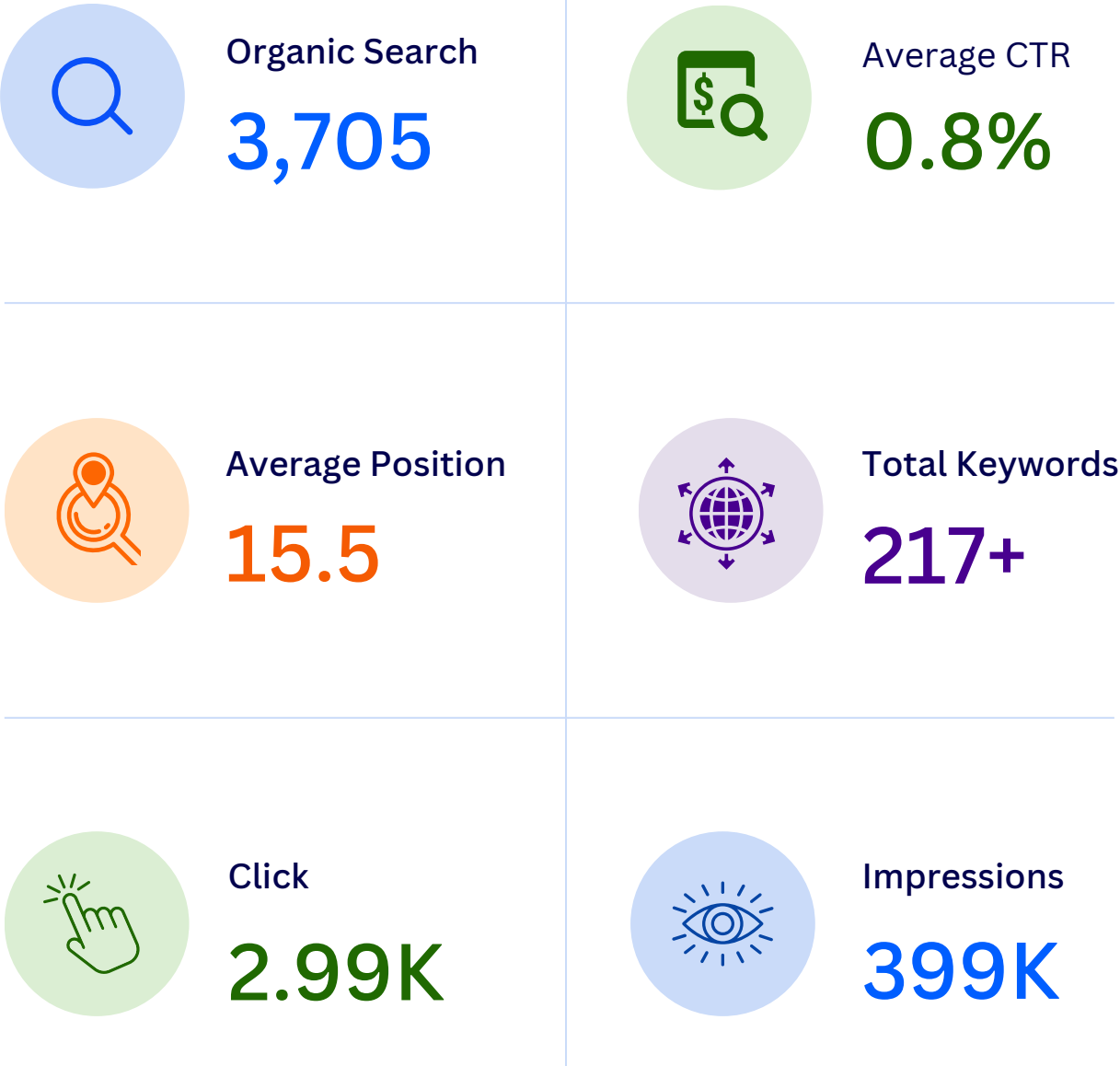
SEO Portfolio for Trenchless Drilling

LAST 6 MONTHS

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



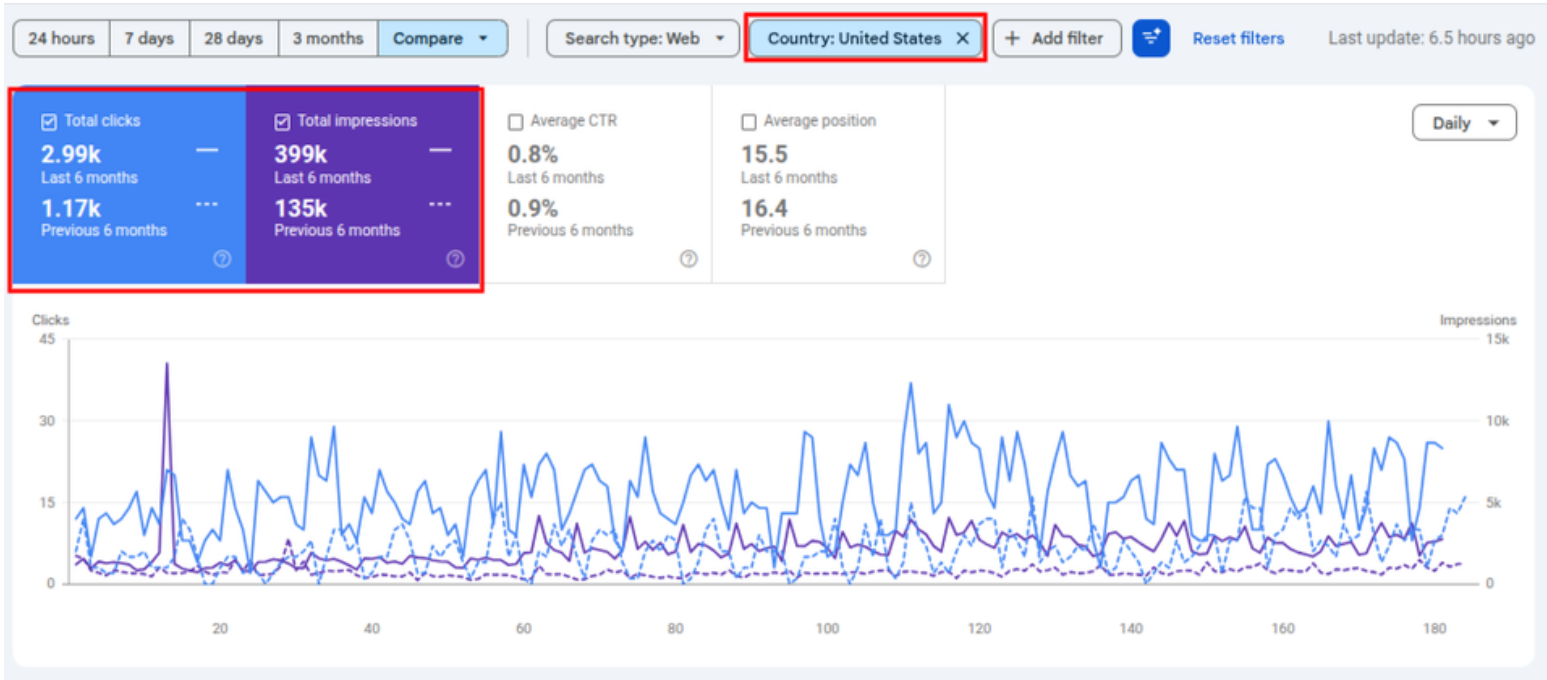
SEO Performance Overview



Organic Traffic

- **3, 736 total website visitors** were recorded during the reporting period.
- **3,705 visitors** came through Organic Search (USA), 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 **2.99K organic clicks and 399K 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

156



Top 10 - 20 Keywords

23



Top 20 - 30 Keywords

8



Top 30- 40 Keywords

18

Website Keyword Ranking Overview

- 217 target keywords were optimized, improving the website's visibility in Google search results.
- 156 keywords are now ranking in Google's Top 5, increasing website visibility and driving more organic traffic.
- 23 keywords are now ranking in positions 10–20, bringing more target keywords closer to the first page of Google.
- 8 keywords are ranking in positions 20–30, while 18 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	Trenchless Drilling Services	1
2	trenchless drilling	2
3	missile bore vs directional bore	3
4	trench digging company near me	4
5	trenchless electrical conduit installation	5
6	trenchless directional drilling	6
7	horizontal boring under driveway	7
8	underground missile bore	8

Top 10 - 20 Keywords		
Sr. No.	Keywords	Rankig
1	Trenchless Sewer Repair West Palm Beach	11
2	trenchless sewer line replacement Orlando	11
3	Sewer Line Repair West Palm Beach	13
4	excavation company Ocala	14
5	ground penetrating radar Orlando	14
6	underground utility installation West Palm Beach	15
7	Sewer Line Replacement West Palm Beach	15
8	hydro excavation Orlando	16
9	trenchless sewer repair Orlando	16
10	HDD drilling company	17
11	excavation company Orlando	17
12	excavation company Tampa	17
13	underground utility installation Tampa	17
14	underground utility contractors West Palm Beach	19

GMB Performance

Before starting

Current



GMB Overview

- 28 GMB Posts added to improve local visibility.
- Products added to increase customer engagement.
- Logo & Cover updated to strengthen branding.
- GMB Profile optimized for better local search performance.

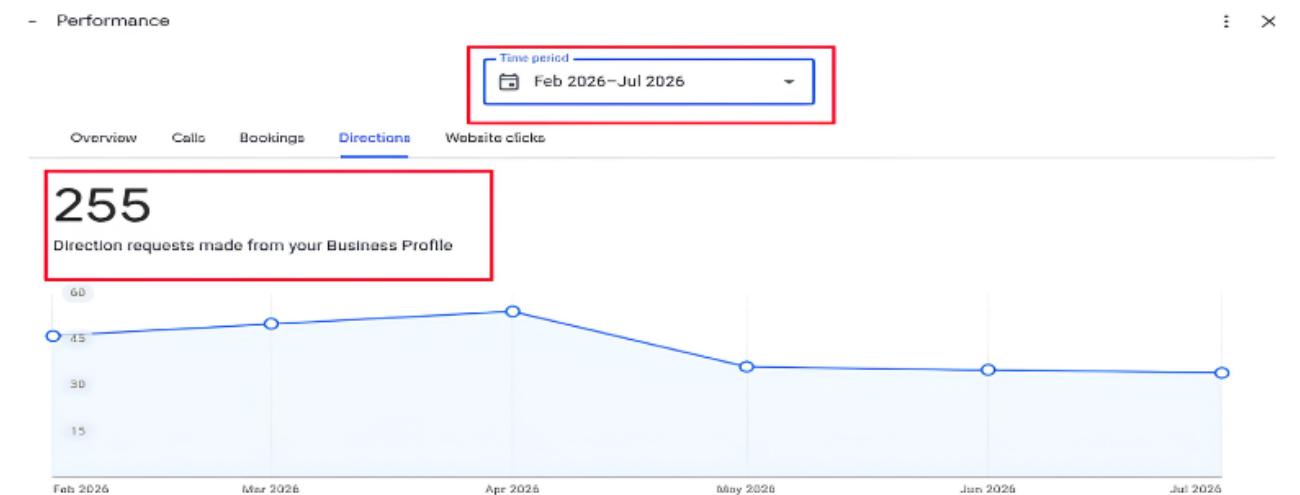
GMB Keywords

trenchless drilling Miami FL	1
Missile Boring Miami Florida	1
horizontal directional drilling FL	1
handhole installation Miami FL	1
Underground Missile Boring Miami	1
Directional Boring Contractor Miami FL	1
Trusted No-Dig Solution Florida	4

Interactions



Directions



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.

- 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.

AI Keyword

The image displays two Google search results for AI-powered keyword rankings. The first search is for "conduit installation company" in Miami, FL, showing approximately 626,000,000 results. The AI Overview section highlights local electrical contractors and trenchless boring experts, specifically mentioning BeaconVolt, MEP Contractors Corp, and Trenchless Drilling. The second search is for "best trenchless drilling company in Miami", showing approximately 170,000 results. The AI Overview section highlights horizontal directional drilling (HDD) and underground utility boring in Miami, specifically mentioning Trenchless Drilling, LLC, Professional Trenchless Repair, and Miami Trenchless Pipelining Corp. Both screenshots also show a list of "Types of Conduit Services" and "Top Trenchless & Boring Companies in Miami".

Organic Search Growth

Before SEO

Current



Referring Domains
48



Referring Domains
107



Organic Keywords
166



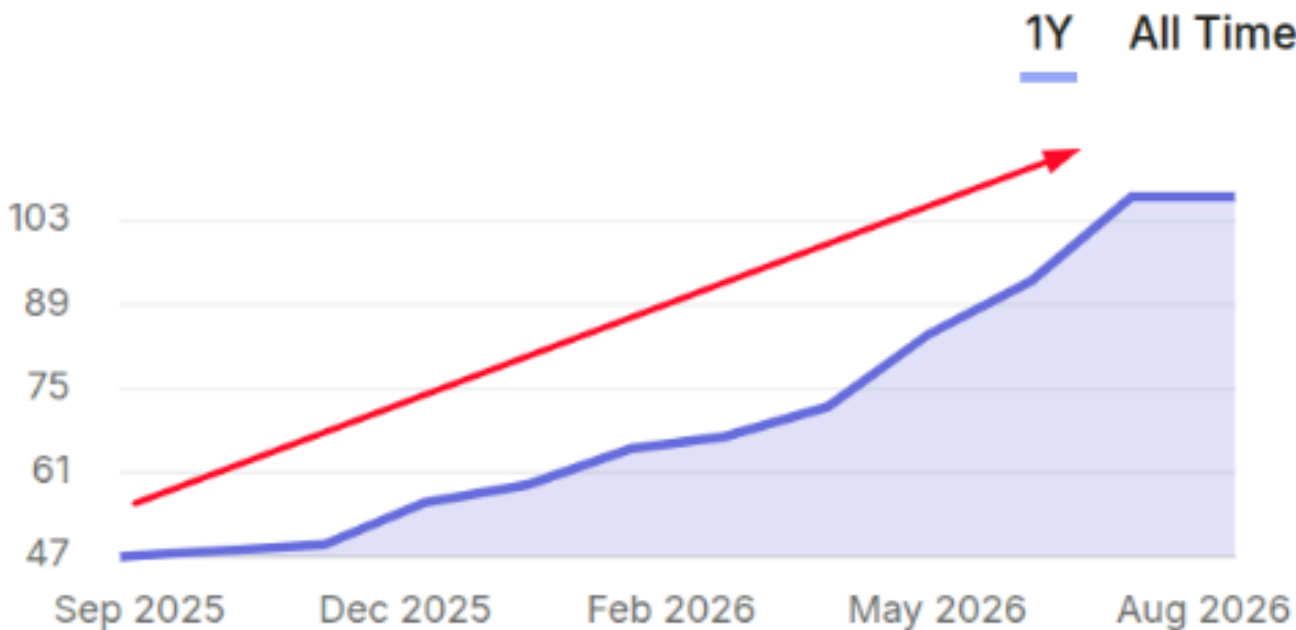
Organic Keywords
894

SEO Growth Highlights

- **Organic Keywords:** The website is now ranking for 894 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

Referring Domains *i*

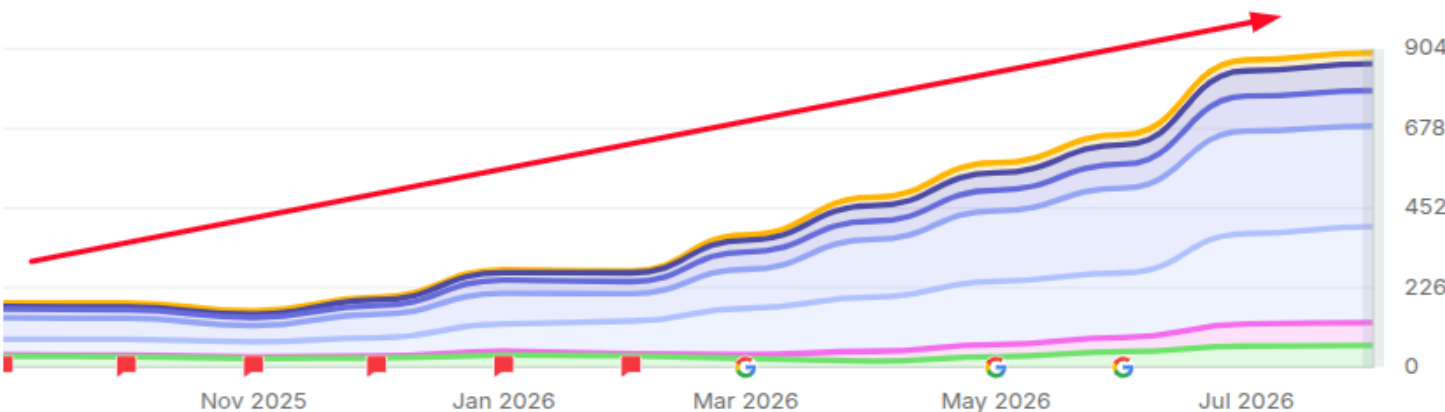


Organic Keywords

Keywords

Organic Paid

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ AI Overviews ☒ Other SERP Features



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 **2 to 10**



Page Speed Score Improved from **30 to 70**



Page Authority Improved from **4 to 26**



Core Web Vitals Now **Passed**



Indexed Pages Grew from **30 to 186**



Broken Links Fixed Reduced from **40 to 0**

Website Health Overview

Metric	Before SEO	Current	Change
Domain Authority	2	10	↑ +8
Page Authority	4	26	↑ +22
Page Speed Score	30	70	↑ +40
Core Web Vitals	Failed	Passed	—
Indexed Pages	30	186	↑ +156
Broken Links Fixed	40	0	↑ -40

Impact

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