

# Case Study: Schneider Electric

## Schneider Electric Increased Keywords ranking in Top 10 by +1100%

### Challenge & Objective

To improve Organic Visibility on Google and Increase the market share thereby acquiring more new prospects.

### Approach

- Technical SEO to consolidate multiple domains competing for the same keywords
- Leverage enterprise content marketing to drive SEO rankings
- On-Page content creation including product and FAQs

### Tools Used



1100%

Increase in Keywords ranking in Top 10

28M

URLs managed and optimized enterprise SEO across Global SE.com

69%

Increase in Organic Sessions

225%

Increase in Content Marketing Keywords ranking in Top 10

62%

Keywords rank in Top 3 position in SERP

ADL↑FT

