

CASE STUDY

Schneider
 **Electric**

X

ADL↑FT

Local Pages. Global Wins.

Global SEO,
rebuilt for relevance and results

Powering Up a Global Brand

Schneider Electric is the global specialist in energy management and automation. Operating in over 100 countries, the brand empowers businesses and communities to make the most of their energy and resources safely, efficiently, and sustainably. From smart factories to sustainable buildings, Schneider Electric leads the way in transforming how the world powers up.





When Global Pages Block Local Growth

The SEO challenge we faced

Local pages were being outranked by global ones in country-specific search results. Add to that: post-migration SEO issues and a growing spam score.



The Objective

- 1 Improve Top 3 and Top 10 keyword rankings
- 2 Increase Share of Voice in 24 countries
- 3 Achieve significant year-over-year growth in organic traffic
- 4 Reduce overall spam score

The goal was to make Schneider Electric's local content visible, competitive, and conversion-ready across global markets.

How we planned to **win local SERPs**

AdLift rolled out a full-funnel, multi-market SEO strategy focused on performance and scale.

Key initiatives included:

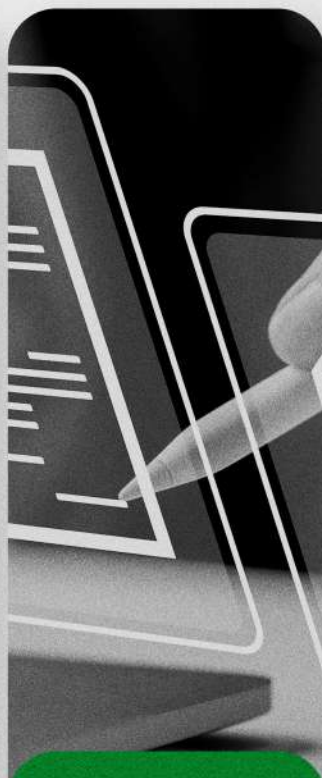
- On-page optimization across country-level pages
- Landing pages built around high-intent keywords
- Spammy backlink removal and disavow
- Localized content driven by search intent
- Strategic link building from high-authority domains
- Internal linking and media asset optimization
- Keyword focus on sustainability and energy efficiency

The real work behind the rankings

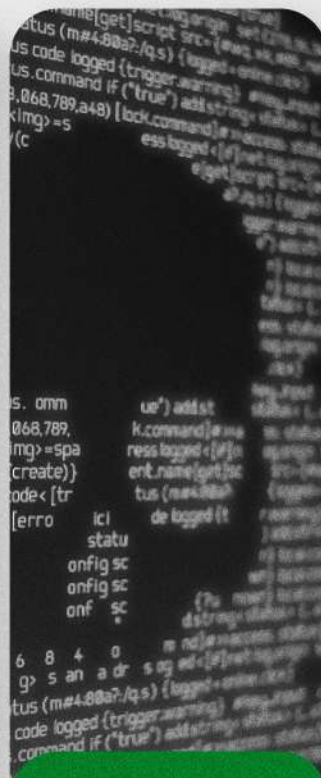
AdLift implemented SEO with precision and adaptability



Optimized metadata, copy and technical elements across local pages



Created new content to address market specific queries



Removed over 100 harmful backlinks



Improved internal linking structure and visual content for better engagement

Problems? Solved.

What stood in our way and how we cleared it

Challenge

Solution

Global pages dominating in local SERPs

Created region-specific content with geo-targeted keywords and hreflang implementation

Rigid CMS structure limiting SEO control

Worked closely with Schneider's team to create SEO-friendly templates and unlock flexibility

Difficulty reaching Rank 1 for priority terms

Aligned key pages with competitive benchmarks and optimized content architecture

Barriers to Top 10 visibility

Enhanced on-page SEO and internal linking while refining content to meet user search intent

Proof of Performance

The numbers that matter

Top 3 keywords increased

from **1051**
to **1485**

Top 10 keywords grew

from **2307**
to **2829**

Share of Voice improved

by **78%**
across 24 countries

Linking domains increased

by **18%**

Spam score reduced

by **38%**

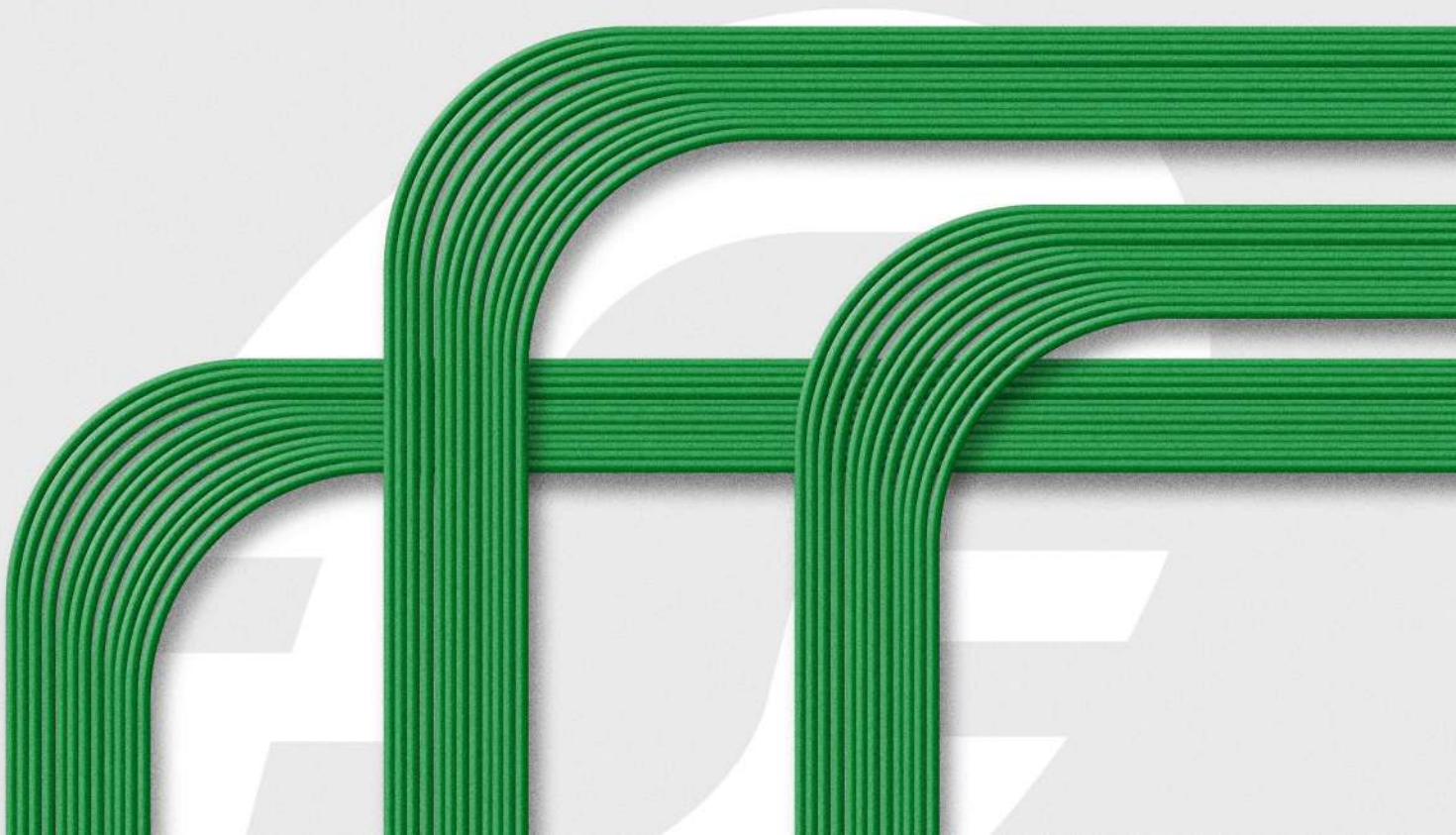
All targets were exceeded through a data-driven, localization-first approach

What Makes This Campaign Click

Why this case stands out

This campaign addressed a common global SEO challenge where local pages fail to outrank their global counterparts.

AdLift's strategy reversed this trend at scale, across 24 countries, in a post-migration context. With no shortcuts and a strong focus on content, cleanup, and technical precision, Schneider Electric now owns key positions in search for core industry terms like sustainability and energy efficiency.



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A Global Client. A Local Win.