

# Case Study: Schneider Electric

## Schneider Electric Managed and Optimized **28M URLs** across Global SE.com

### 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



**28M**

URLs managed and optimized  
enterprise SEO across Global  
SE.com

**1100%**

Increase in Keywords ranking  
in Top 10

**69%**

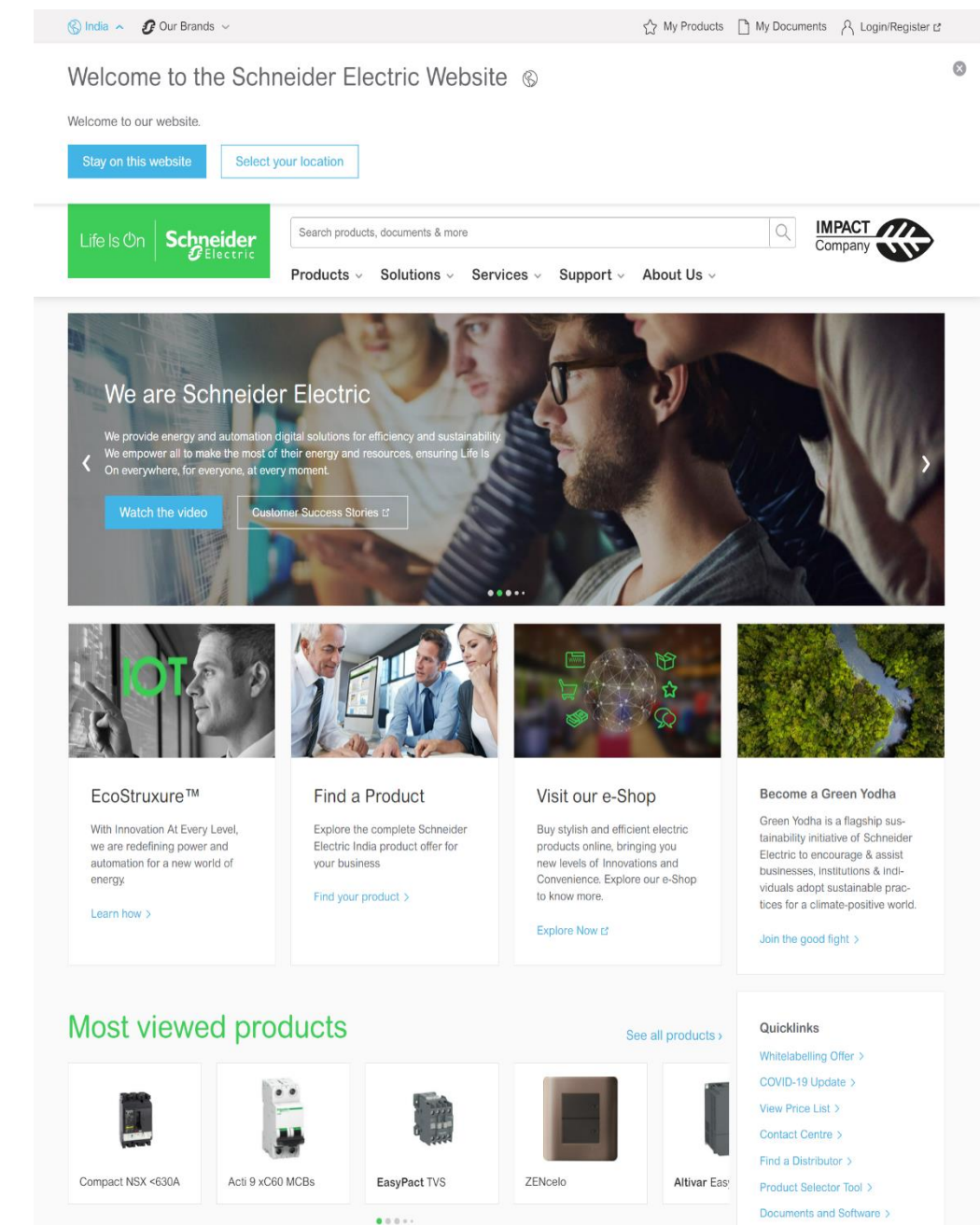
Increase in Organic Sessions

**225%**

Increase in Content Marketing  
Keywords ranking in Top 10

**62%**

Keywords rank in Top 3  
position In SERP



ADL↑FT

