

About Oyedele Nigeria Limited

OyedeleNig is a company who Sells, supply, does maintenance and installation of Digital Security, CCTV, Burglary and Communication equipment, Safety and fire, Time attendance, Access control, Guard tour monitoring system, Protective equipment.

Goals

There major goal was to increase their visibility of the company website on major search engines. In order to be right there when prospective customers search for keywords related to **Security Equipments**.

Approach

We re-designed their website with marketing funnel in mind on January 20, 2017 , and we built it in such a way that it could be easily accessible by Search Engines and Human,since we know the ingredients to add to websites to easily convert them to sales when they show on Google First page Search Result. We also included call-to action buttons which we know will increase the sales of **OyedeleNig** for their website to easily convert Prospective customers , which is our greatest Joy, we also proceeded in optimization Process. Which its aim is to rank oyedelenig.com.ng on First Page for their website related keywords .

Additional Technical Modification to aid Ranking and Correct Data on Search auction :

- Use of important Schema Markup Data
- Business Listings Verification

Results

The website is currently ranking on First page for keyword '**professional security equipment company**' other keywords will be updated as soon as they start Ranking on First Page.

Upcoming Long and short Tail keywords we forecast will Rank on First page in the next 3 months based on high impressions of related Queries that Prospective customers Search for are :

| | Queries | Current Ranking Position |
|---|---------------------------------------|--------------------------|
| 1 | time attendance access control system | 22.0 |
| 2 | panasonic ay dvm60ej | 30.8 |
| 3 | princo 8x | 32.5 |
| 4 | ay dvm60ej | 32.8 |
| 5 | microboards pf pro | 41.0 |
| 6 | microboards g4 | 53.0 |
| 7 | nigeria hidden camera | 69.0 |
| 8 | cctv contact | 206.0 |

About Search engine optimization

Search engine optimization increases your visibility in organic search . Which makes you appear exactly when prospective customers are searching for your product and Services on Google, Yahoo and Bing Search Engine.

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