



SEO CASE STUDY: USED COMPUTER MALAYSIA

Learn how we helped e-waste management company in Malaysia to increase their enquiry from 50+ to 200+ per month





BACKGROUND

- In Malaysia, most people do not have the awareness of electronic waste or electronic waste management. Usedcomputer Malaysia is one of the pioneers in the electronic waste management industry.
- The organization did not have the right digital marketing strategy in reaching people and build awareness about environmental care services. With an outdated site developed in 2006, the site was only getting 600+ organic traffic from Google every month.



OBJECTIVES

- Our main aim was to revamp their website and give a new look that captivates the visitors while educating them about electronic waste. As user experience is one of the ranking factors to rank high on Google, we prioritize on getting the site fixed.
- Though Usedcomputer Malaysia was driving organic traffic from Google, it was not sufficient. The objective was to increase organic traffic by targeting keywords with informational and transactional intent.



OUR STRATEGY

- We performed a thorough SEO audit for their website and suggested on making complete changes to their site as the site was not responsive and mobile friendly. Moreover, the site was slow and outdated.

We performed the following tasks on their website:

- - Site Quality Analysis (Technical SEO): To analyze the technical aspects of the site and provide recommendations and offered an action plan to rectify technical SEO issues.
 - Keyword Research: To identify the keywords with right intent and relevant to their business. Built content calendar in producing high-quality content.
 - Content Analysis: To analyze the site's content and find ranking opportunities. Provided action plan on ways to improve their existing content to perform better on search engines
 - Link Analysis: Analyzed the off-page efforts of the site. Performed research on their link profile and developed and action plan on earning quality links while cleaning up spammy unworthy links.

- Upon the initial SEO audit, we provided action plan for implementing SEO strategies. As the company did not have an in-house team, we worked on implementing the changes. We worked on their site's SEO for 6 months.

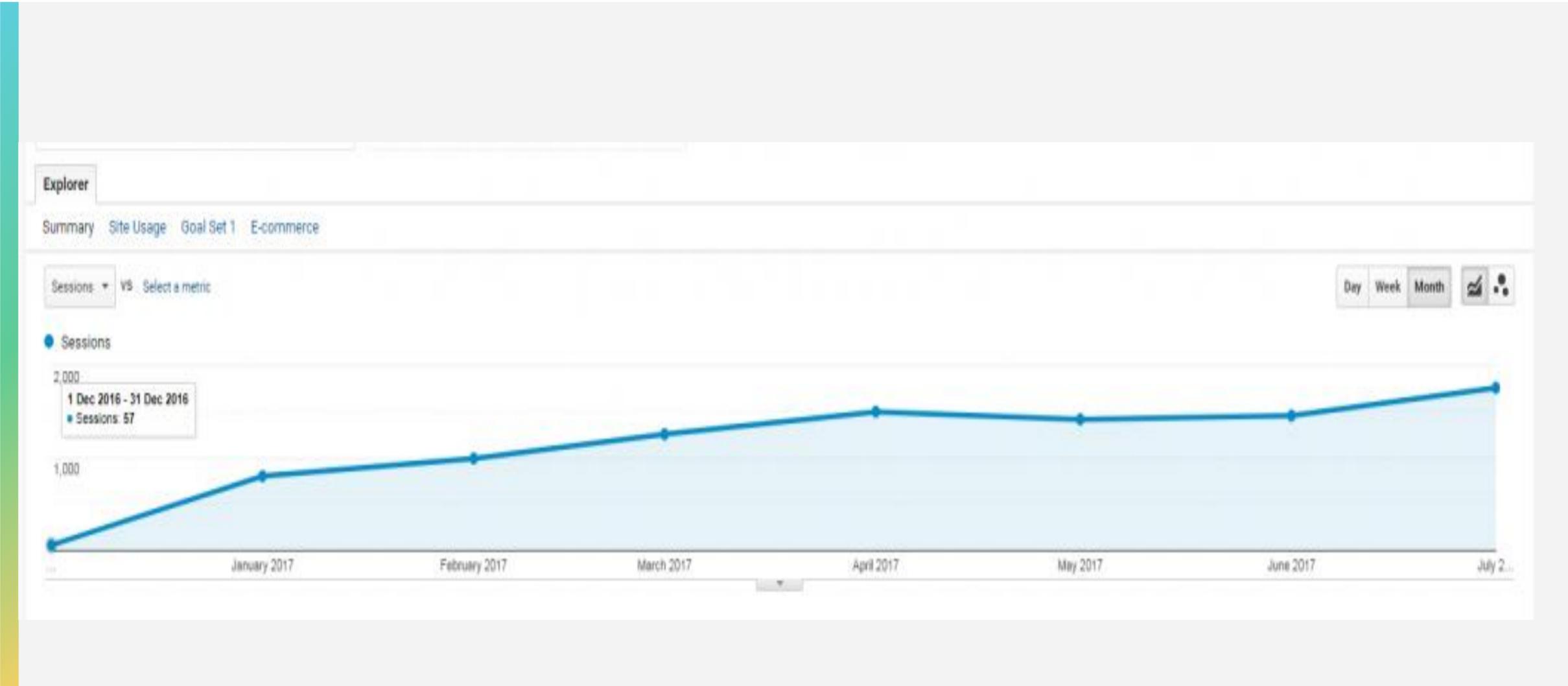


RESULTS

- Reached Google first page rankings for 30+ keywords within 6 months
- Organic search traffic increased from 600 per month to 1,750 per month. There was an increase of 220% in organic search traffic within 6 months.
- The enquiries for e-waste disposal increased from 50 per month to 200+ per month. The lead generation increased by 400% within 6 months with conversion rate of 14%.



ORGANIC SEARCH TRAFFIC





GOOGLE SEARCH CONSOLE STATS

7

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	
				 	
Query		↓ Clicks	Impressions	CTR	Position
used computer malaysia		140	397	35.3%	1.2
trade in laptop malaysia		101	354	28.5%	1
usedcomputermy		86	242	35.5%	2.2
trade in laptop		85	479	17.7%	19.5
usedcomputer		64	172	37.2%	2.4
tm recycle it sdn bhd		62	403	15.4%	2.7
e waste malaysia		52	747	7%	5.5
laptop trade in		50	492	10.2%	37.3
laptop trade in malaysia		49	125	39.2%	1
tempat buang barang elektronik		38	141	27%	1

Rows per page: 10  1-10 of 1000  



GOOGLE SEARCH CONSOLE STATS

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE		
				 		
Query			Clicks	Impressions	CTR	Position
recycle electronics for cash malaysia			38	128	29.7%	1.2
used computer			34	315	10.8%	15.3
usedcomputer.com.my			28	53	52.8%	1
computer recycle malaysia			24	89	27%	1.9
recycle barang elektronik			23	104	22.1%	1.4
trade in laptop for cash malaysia			21	82	25.6%	1
sell used laptop malaysia			18	139	12.9%	4.3
e-waste malaysia			17	234	7.3%	5.5
usedcomputer malaysia			15	67	22.4%	1.3
apa itu e-waste			15	44	34.1%	2.1

Rows per page: 10  11-20 of 1000  



GOOGLE SEARCH CONSOLE STATS

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE		
				 		
Query			↓ Clicks	Impressions	CTR	Position
trade in laptop malaysia 2018			14	98	14.3%	1.1
e sisa			14	113	12.4%	4.1
sell laptop for cash malaysia			13	66	19.7%	3
kitar semula barang elektronik			12	28	42.9%	1
trade in macbook pro malaysia			12	206	5.8%	6.5
tm recycle			11	82	13.4%	2.8
e-sisa			11	104	10.6%	4.1
macbook trade in malaysia			11	221	5%	8.2
pelupusan barang elektronik			10	31	32.3%	1
electronic waste malaysia			10	101	9.9%	4.4

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