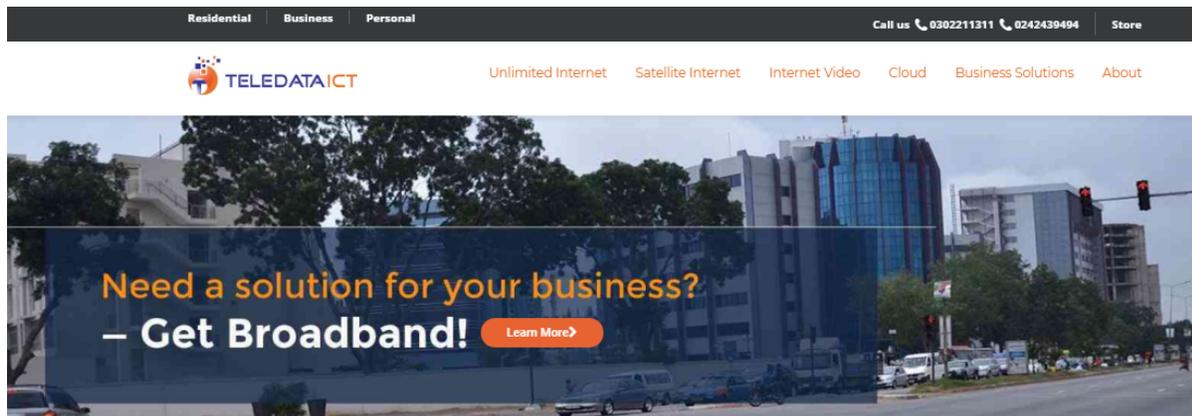


# TELEDATA ICT SEO Case Study Teledata ICT



Teledata is a leading and one of the most trusted internet and telephone service providers throughout Ghana. It is currently serving over 2000 business clients and 45,000 overall users. Whether you are looking for internet services for your home network, business, or want satellite internet and more, you can get it all here. Teledata brings to you the latest in internet and telephone services that work best for you.

<https://www.teledataict.com/>

## Client's Expectations & Campaign Brief

Gregory Eid opted for our **SEO service in June, 2020**. In order to expand the website's reach and extend the client base, Gregory decided to get their website search engine optimised. **The Core Objective was to increase the website traffic and more leads.**

## Challenges

When Gregory Eid approached us, the website was not optimized at all. He was running paid ads on Google. And was getting a sufficient amount of traffic on his website through paid ads but they were getting very less clicks and impressions organically. So he wanted us to gather organic traffic on his website. Moreover, he simply wanted great visibility through SERP rankings.

**The challenges for us were: -**

1. To target different keywords
2. Content was not optimized, it was difficult to convince the client to stuff keywords on the website
3. Website was not SEO friendly

## The Solution

Of Course the first step is Keyword Research to start any of the SEO projects. Our SEO professionals started with keywords finalising and chose the best possible keywords for this brand. After approval of keywords, we started fixing the On page issues. In case of the On Page, we modified the website pages content to make it keywords oriented and fixed all the issues that needed to be fixed.

Within 2 weeks of submissions, we started getting the results, there is improvement in the ranking and gain in the stats of Google webmaster and Google Analytics.

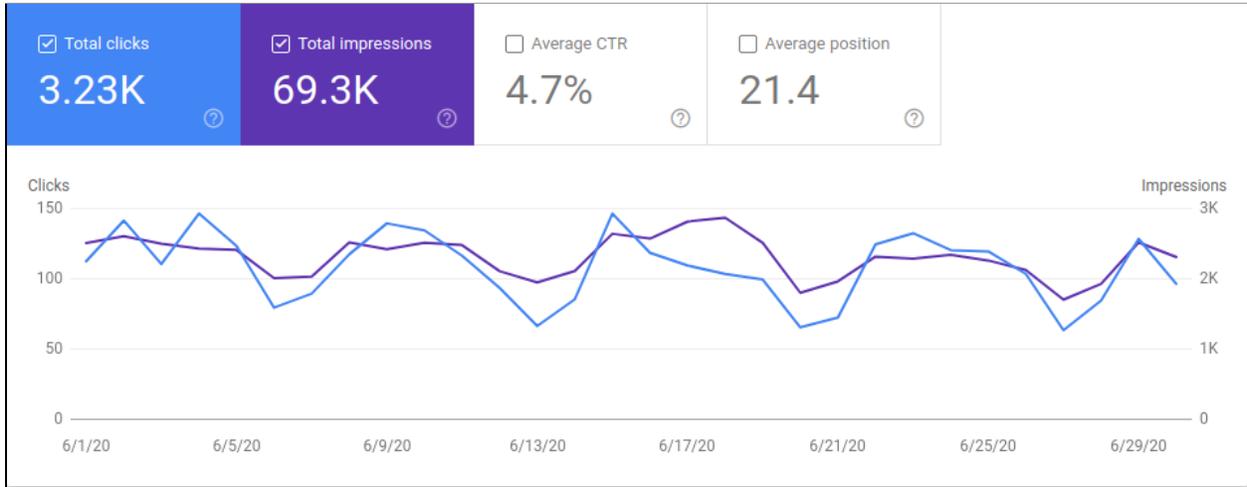
**It's been 11 months and our most of the keywords are ranking on #1 position on the SERP.**

Using a combination of off-site SEO activities and constant on-site improvements, we saw a steady rise in the organic traffic coming to the website.

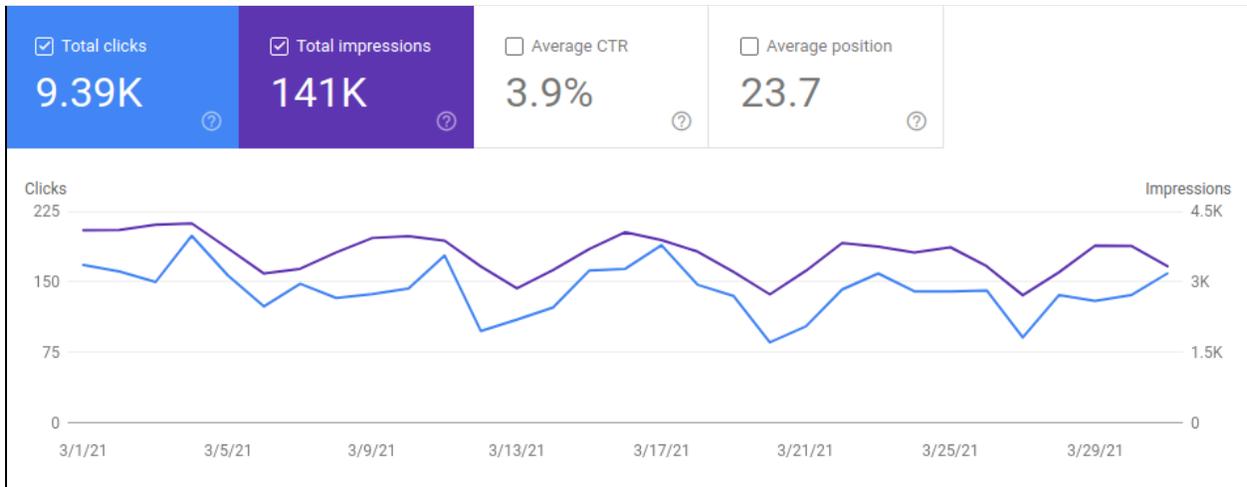
Over a three-month period (June, 2020 - March, 2021).

We witnessed a **3x** increase in organic traffic.

## Traffic Before SEO Campaign



## Traffic After SEO Campaign



- **3x** Increase in Clicks
- **2x** Increase in Impressions

## Keyword's Latest Ranking Results

**Keyword:** Broadband services in ghana

**Position:** #1 on Google.com.gh

The screenshot shows a Google search for "Broadband services in ghana". The search bar includes the Google logo, the search text, and a microphone icon. Below the search bar, it indicates "Keyword difficulty: 51.07% (for google.com database) — View full report for this keyword". On the left side, there is a sidebar with "SEOquake" (checked), "Parameters", "SERP report", "Export CSV", "Sort this page ^", and "Locale" (set to Ghana). The main content area shows the URL "https://www.teledataict.com" and the title "1. Teledata ICT - Broadband, Internet Service Providers in Ghana". The description reads: "Get high-speed unlimited **broadband internet services** for your home & business at Teledata ICT. We are one of the best **internet service providers in Ghana**." Below the title and description, there are several metrics: "L: 526", "LD: 1.50K", "I: 467", "Rank: 2.23M", "whois", "</> source", and "Rank: 1.50M". At the bottom, it shows "Adv Disp Ads: 40" and "Pub Disp Ads: 0".

**Keyword:** Internet services in ghana

**Position:** #1 on Google.com.gh

The screenshot shows a Google search for "Internet services in ghana". The search bar includes the Google logo, the search text, and a microphone icon. Below the search bar, it indicates "Keyword difficulty: 51.40% (for google.com database) — View full report for this keyword". On the left side, there is a sidebar with "SEOquake" (checked), "Parameters", "SERP report", "Export CSV", "Sort this page ^", and "Locale" (set to Ghana). The main content area shows the URL "https://www.teledataict.com" and the title "1. Teledata ICT - Broadband, Internet Service Providers in Ghana". The description reads: "Get high-speed unlimited **broadband internet services** for your home & business at Teledata ICT. We are one of the best **internet service providers in Ghana**." Below the title and description, there are several metrics: "L: 526", "LD: 1.50K", "I: 467", "Rank: 2.23M", "whois", "</> source", and "Rank: 1.50M". At the bottom, it shows "Adv Disp Ads: 40" and "Pub Disp Ads: 0".

**Keyword:** Wifi services in ghana

**Position:** #1 on Google.com.gh

The screenshot shows a Google search for "Wifi services in ghana". The search bar is at the top with the Google logo on the left and search, voice, and close icons on the right. Below the search bar, the keyword difficulty is 53.03% for the google.com database. On the left side, there is a sidebar with "SEOquake" (turned on), "Parameters", "SERP report", "Export CSV", "Sort this page", and "Locale" (set to Ghana). The main content area shows the top result from "https://www.teledataict.com" with the title "1. Internet, WiFi, Satellite Internet Providers in Ghana - Teledata ...". The snippet reads: "Suffering from a slow internet connection? Save your time and stress. Teledata ICT is a top leading wifi, satellite internet provider in Ghana. Visit now." Below the snippet is a SEMrush data box with metrics: DS: 0, TS: 0, Visits: 0, Pages/Visit: 0, Avg. Visit: 0, Bounce rate: 0, L: 0, LD: 1.50K, I: 467, Rank: 2.23M, Adv Disp Ads: 40, Pub Disp Ads: 0.

**Keyword:** Satellite internet providers in ghana

**Position:** #1 on Google.com.gh

The screenshot shows a Google search for "Satellite internet providers in ghana". The search bar is at the top with the Google logo on the left and search, voice, and close icons on the right. Below the search bar, the keyword difficulty is 38.23% for the google.com database. On the left side, there is a sidebar with "SEOquake" (turned on), "Parameters", "SERP report", "Export CSV", "Sort this page", and "Locale" (set to Ghana). The main content area shows the top result from "https://www.teledataict.com" with the title "1. Internet, WiFi, Satellite Internet Providers in Ghana - Teledata ...". The snippet reads: "Suffering from a slow internet connection? Save your time and stress. Teledata ICT is a top leading wifi, satellite internet provider in Ghana. Visit now." Below the snippet is a SEMrush data box with metrics: DS: 0, TS: 0, Visits: 0, Pages/Visit: 0, Avg. Visit: 0, Bounce rate: 0, L: 0, LD: 1.50K, I: 467, Rank: 2.23M, Adv Disp Ads: 40, Pub Disp Ads: 0.

**Keyword:** Business fiber internet

**Position:** #1 on Google.com.gh

The screenshot shows a Google search for "Business fiber internet" on the Ghanaian domain (google.com.gh). The search results show approximately 119,000,000 results in 0.56 seconds. The top result is from <https://www.teledataict.com> titled "1. Business Fiber Internet Providers in Ghana - Teledata ICT". The snippet reads: "With the most extensive fiber-optic network, get the bandwidth you need. Connect your mid-size business to Teledata's Fiber Internet 100Mb Plus package now." Below the snippet is a SEMrush analytics overlay showing metrics: DS: 0, TS: 0, Visits: 0, Pages/Visit: 0, Avg. Visit: 0, Bounce rate: 0, L: 0, LD: 1.50K, I: 467, Rank: 2.23M, Adv Disp Ads: 40, Pub Disp Ads: 0. The left sidebar includes SEOquake, Parameters, SERP report, Export CSV, Sort this page, and Locale (Ghana).

## About WillShall

### Result Driven Professional SEO

**Make the most of our extensive range of Organic SEO Services**

WillShall is the best SEO company in India with a team of highly expert SEO professionals who can help your website rank higher on the Search Engine Result Pages (SERPs) significantly. We aim at facilitating you with effective digital marketing services that will not only improve your business's visibility but will boost traffic and sales as well.

**Let's start working on your project!**



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