

Budget SEO Package Case Study: Solar Gate Systems

Background

Solar Gate Systems who are based in Oxford UK, offer a range of automatic solar powered gate openers offering the unique advantage that no electric cable is needed to be dug into the ground.

Requirements

The aim was to find all the keywords that the site was currently ranked for and then identify the ones most likely to deliver results and to optimise the relevant pages for them.

Actions

When the client first joined we first did the keyword research to identify the most relevant phrases they could be found for. These were then entered in the online SEO ranking software to identify all the search engine positions for each keyword and page found for it.

Once this was done and the results were in, over the next few months the client worked through a number of the SEO Action Plans and Tutorials and asked questions when they needed help. These terms they focused on were: “solar gate systems”, “security gates mains or solar”, “solar farm gate openers”, “solar power gate opener”, “battery gate opener” and “solar farm gate”.

Results

Following being on the Package for 4 months all these pages achieved top 5 listing in Google and have maintained that ongoing. The client is extremely pleased with the results and has continued with the Package ongoing.

You can see these results for yourself by clicking on the links below:

[solar gate systems](#)

[security gates mains or solar](#)

[solar farm gate openers](#)

[solar power gate opener](#)

[battery gate opener](#)

[solar farm gate](#)

[Back to the £25/month Budget SEO Package main page](#)

The screenshot shows the website for Solar Gate Systems. The header includes the company logo and contact information: "SOLAR POWERED GATE OPENING CLOSING AND LOCKING SYSTEMS", "01993 840661 07836 636669", and "mike@solargatesystems.co.uk". The navigation menu includes: Home, About, How Does it Work?, Gate Products, Videos, STOP Burglar Bill!, Gate gallery and Testimonials, Special Offer, and Contact Us. The main content area features the heading "Solar Powered Gate Systems are designed for the UK". Below this, there is a paragraph about GATECARE award-winning products, followed by a section titled "FULLY AUTOMATIC GATE OPENING, CLOSING AND LOCKING SYSTEMS can now be installed anywhere, thanks to natural SOLAR POWER". A sub-section "NO MAINS ELECTRIC ?.....NO PROBLEM!" lists benefits such as solar-powered gates, no need for electric cables, free green power, complete installation service, tailored specifications, and peace of mind. There are two images: one of a solar panel on a gate post and another of a gate in a rural setting. A testimonial states: "In many rural situations, keeping a gate closed is not practically possible... either due to a lack of an electricity supply or the sheer daily complications of manually opening and closing a busy entrance or exit gate with the comings and goings of a busy Farm, Estate, Yard or even private house BUT NOT ANY MORE!". A call to action says "Get a FREE review of your gate control options". At the bottom, there is a banner for "STOP BURGLAR BILL! CLICK HERE TO WATCH THE VIDEO".