



2015 - 2021

SEO Case Study:



OTTAWA FASTENER SUPPLY LTD.
THE TOOL & EQUIPMENT STORE

Company Background:



Ottawa Fastener Supply is one of Ottawa's oldest & largest Tool & Equipment Hardware Stores. With over **10,000 square feet** of equipment, fasteners, outdoor power equipment, tools and accessories, they carry a vast selection that rivals even the big box stores such as Home Depot and Rona.



We started working with **OFS** at the end of 2015, and although we made a huge impact in just one year, our goal was to make OFS the #1 full stop shop for hardware, fasteners & **power tools in Ottawa**. In 2018, OFS was ranking in the top 3 of Google SERPs but #1 position for all keywords was our ultimate goal and we wanted to make sure that **2022 would be even better**.



Recent Challenges:



OFS has been competing for organic and local rankings in an SEO landscape filled with big box companies such as Home Depot & Lowes along with national brands like DeWalt, Milwaukee & Makita. These brands have unlimited marketing budgets.



The company's SEO performance had improved dramatically due to our efforts since end of 2015/2016, but the goal for 2019 was to rank #1 for all targeted local keywords. A clean sweep across the board!



OFS was looking for a greater amount of consistent foot traffic into their main store location on Robertson Rd. in Ottawa.



Our SEO efforts greatly factored into the client being able to open a second store location on Hawthorne Rd in the east end of the city. Our goal was to rank locally just as well as the 1st location.



Since we accomplished #1 rankings in 2019 & these efforts spawned national top 10 SERP rankings in Canada, the client decided to move their website to eCom. A new web quote has been submitted for 2019.













Our Objectives:

- ✓ Further optimize any web pages & content on the website which weren't ranking in top 3 of Google SERPs
- ✓ Create monthly blog content focused on high volume search queries as well as Q&A's relating to the client's business. Featured snippets & voice search is at the core of our strategic focus in 2019
- ✓ Improve Google Organic and Local rankings, specifically focused on the 2nd store location
- ✓ Increase SEO conversions on the website. A new Website was developed in 2019
- ✓ Use SEO to focus on niche services such as Tool Repair & Blade Sharpening
- ✓ Increase OFS email database



Our Solution:

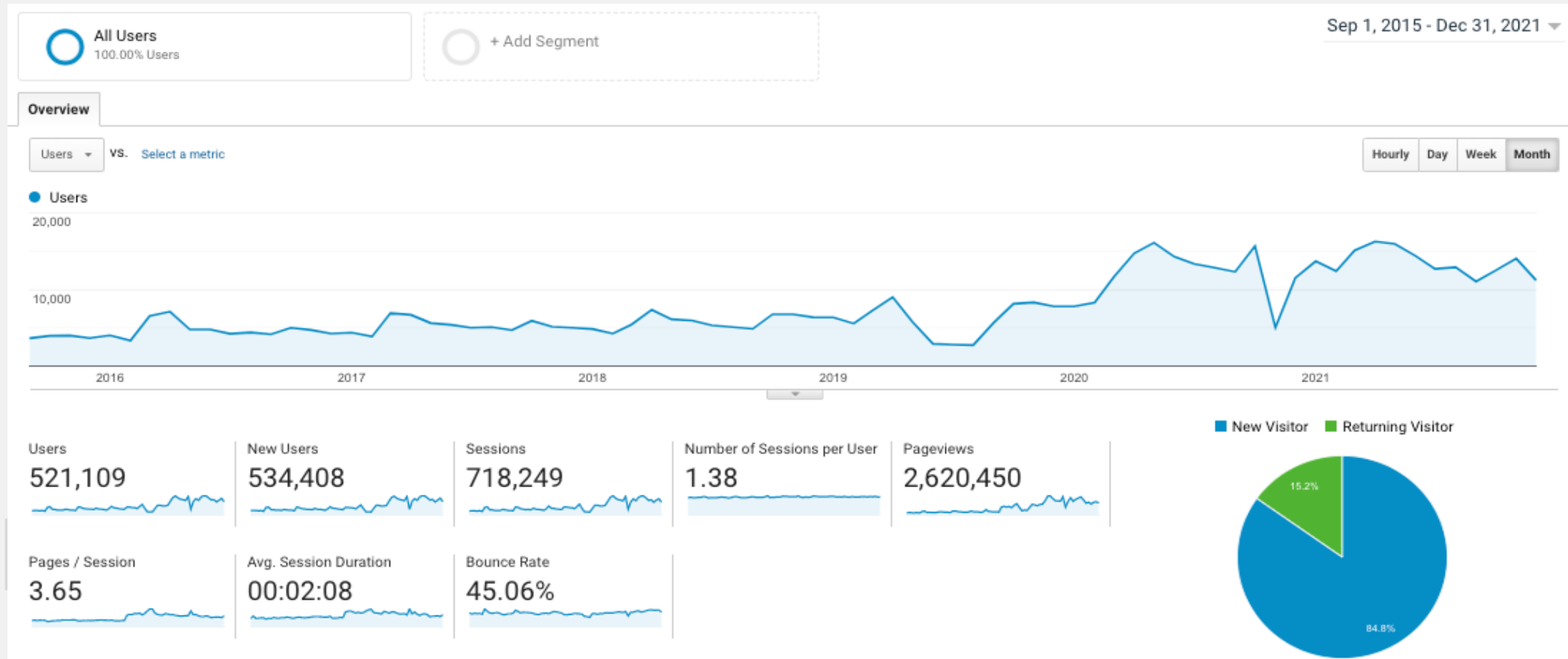
-  SEO – Ongoing ASEO activities
-  Review and Audit of selected keywords
-  On-Page Optimization revisions for a number of top level pages
-  Strategic link building
-  Content Marketing Strategy using Pillar/Cluster strategy
-  Directory / Citation for new location
-  Concentrated focus on voice search strategies. Q&A based content
-  Ebook creation (Example attached)
-  Create intro videos for any new blogs for increased user engagement with the written content (Example attached)
-  Quarterly reports to track campaign performance



What Were The Results?

START

TODAY



When we began our SEO campaign for **OFS** near the end of **2015**, we recorded **4,332 sessions** by **September 30th** (month 1). A little over 5 years later, OFS received **718000 VISITORS** to date

Keyword Rankings In Canada:

Date:	August 2015
Keyword:	Google Rank:
tool store ottawa	14
tool repair	30
tool repair ottawa	9
tool and equipment store	20
porter cable ottawa	11
husqvarna lawn tractor ottawa	8
milwaukee tools ottawa	13
sawstop ottawa	11
sawstop	10
dewalt tools ottawa	16
makita tools ottawa	12
bosch tools ottawa	6
bosch tools	27
blade sharpening ottawa	20
blade sharpening	41
fasteners ottawa	9
fasteners	18
hardware stores ottawa	8
wood working tools	50
hardware stores	33



Date:	July 2019
Keyword:	Google Rank:
tool store ottawa	1
tool repair	1
tool repair ottawa	1
tool and equipment store	1
porter cable ottawa	1
husqvarna lawn tractor ottawa	1
milwaukee tools ottawa	1
sawstop ottawa	1
sawstop	8
dewalt tools ottawa	1
makita tools ottawa	1
bosch tools ottawa	1
bosch tools	4
blade sharpening ottawa	1
blade sharpening	1
fasteners ottawa	1
fasteners	1
hardware stores ottawa	1
wood working tools	3
hardware stores	2

Ottawa Fastener Supply now ranks as the **#1 local store for power tools in Ottawa.**

In 2018, OFS ranked #1 for 6 keywords whereas in 2021, OFS is now ranking **#1 for at least 15 keywords.** Most of these are the client's target keywords as they focus on the GEO Location Ottawa.

Second Location Was A Success!



The 2nd store was successfully opened in Sept 2018 and provided more **convenience** to current and future customers as there was now a **West** and **East location** to buy affordable high-grade power tools and fasteners.

How Is OFS Getting This Many Page Views?

Conclusion

Once again, the reason for OFS obtaining a much greater ratio of page views in 2021 is due to the **improved content output**. When it comes to **content marketing**, the goal is now to obtain **featured snippets** and the simplest way to do this is by finding “**low-hanging fruit**” (topics) and creating a very useful blog. We did this by optimizing our content with impactful imagery, quick engaging videos, and promotional imagery to increase user conversion.

Simply by improving the quality of their content, most FAQ-based blogs have managed to land within top 10 of Google SERPs within a few months.

Client Testimonial:

“WSI have been a great help with our business & website. They brought it into the 21st century and allowed us to flex our mobile muscles. Very happy with the work”

Craig Wilson, General Manager, Ottawa Fasteners Supply LTD.

Testimonial URL Google My Business:

<https://www.google.com/maps/contrib/114281702740208495939/place/ChIJV7VX5U0SzkwRLIm8LR3tLe0/@44.6422255,-76.557696,17z/data=!4m6!1m5!8m4!1e1!2s114281702740208495939!3m1!1e1?hl=en-CA>

