



Consultus Digital
WE GROW OUR BUSINESS BY GROWING YOURS

Client Success Stories

Search Engine Optimization



CLIENT THE OFFICE SHOP

BACKGROUND

The Office Shop is a premier, independently owned Canadian office furniture supplier that has been helping design and furnish offices across Canada for over 25 years. With a reputation for quality and service, The Office Shop aimed to enhance its online presence and reach new customers in various cities across Ontario.

PROGRAM GOALS

The Office Shop engaged Consultus Digital with the goal of boosting its visibility in local search results, increasing website traffic, and ultimately driving more sales through improved search engine rankings. The specific objectives were to:

- Achieve first-page Google Search rankings for targeted keywords in multiple cities.
- Increase organic search impressions and clicks.
- Enhance overall website performance.

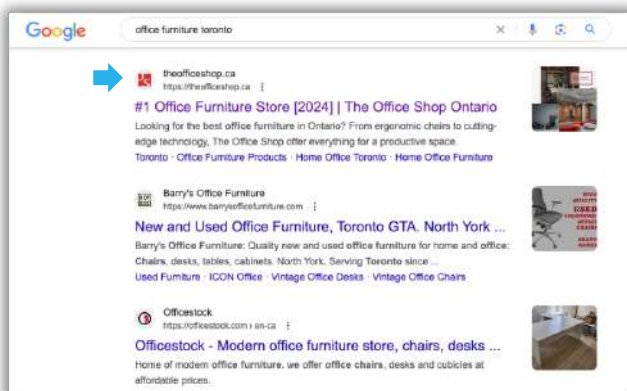
RESULTS

↑ **83%** Increase in CTR

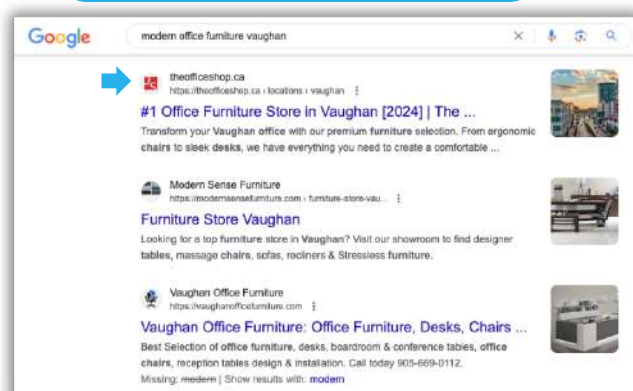
↑ **114%** Increase in Impressions

#1 Position in 14 Cities

Office furniture Toronto



Modern office furniture Vaughan



- ▶ **LOCATION PAGE ADDITIONS:** We created and optimized location-specific pages for The Office Shop, targeting key cities where the client wanted to improve visibility. Each page was tailored with unique content relevant to the local market, including keywords, service offerings, and customer testimonials.
- ▶ **ON-PAGE SEO OPTIMIZATIONS:** We conducted a detailed on-page SEO audit to identify areas for improvement. This involved optimizing meta titles, descriptions, headers, and content across the website to ensure alignment with targeted keywords and enhance relevance for search engines.
- ▶ **OFF-PAGE SEO OPTIMIZATIONS:** Our off-page strategy focused on building high-quality backlinks from authoritative sites within the office furniture and design industry. We pursued partnerships, guest posting opportunities, and local business directories to improve The Office Shop's domain authority and search engine credibility.
- ▶ **WEBSITE PERFORMANCE IMPROVEMENTS:** Recognizing the importance of a fast, user-friendly website, we implemented several technical SEO enhancements. This included improving page load speeds, ensuring mobile-friendliness, and fixing any broken links or crawl errors.



Helen Stergiou
Partner

“The team at Consultus Digital won our business due to their thorough assessment and realignment of our digital sales and marketing strategy. Within only a few weeks of partnering with them, we increased our inbound leads significantly by reconfiguring the user experience of our website.”



CLIENT COMWAVE

BACKGROUND

Comwave is an independent Canadian telecommunications company that has been serving Canadians for over 22 years. Known for its innovative solutions and customercentric approach, Comwave sought to expand its market share in internet and TV services, particularly among the Gen Z demographic.

PROGRAM GOALS

Comwave approached Consultus Digital with the goal of increasing its market penetration and modernizing its digital strategy. Specifically, the objectives were to:

- Improve organic search rankings for key industry terms.
- Increase brand visibility and online engagement.
- Attract and convert more users from the Gen Z demographic.

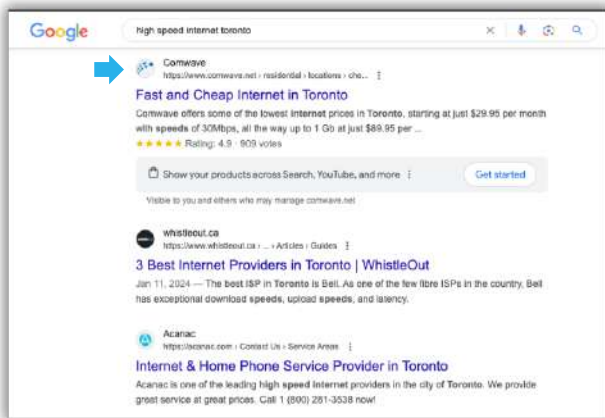
RESULTS

↑ **110%** Increase in CTR

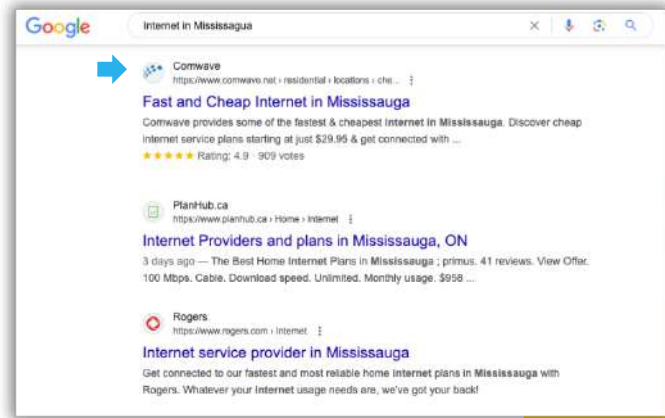
↑ **587%** Increase in YoY Online Sales

#1 Position in 30+ Cities

High Speed Internet Toronto



Internet in Mississauga



Ben Fishbein
Marketing Manager

“Consultus Digital has been the most impressive digital agency we’ve worked with to date. Since we began working with them, our online visibility nationwide has grown immensely, thanks to the in-depth SEO work done by their team. The results from their omni-channel strategy continue to have a direct impact on the growth of our customer acquisition efforts. I highly recommend working with their team of experts.”

- ▶ **KEYWORD RESEARCH AND OPTIMIZATION:** We conducted thorough keyword research to identify the most valuable and competitive terms in the telecommunications industry. Target keywords included 'cheapest internet Toronto', 'Internet Deals', and 'Highspeed internet'. These keywords were strategically integrated into Comwave's website content, meta tags, headers, and URLs.
- ▶ **CONTENT DEVELOPMENT:** We developed highquality, informative content tailored to the needs and interests of the target demographic. This included blog posts, service pages, and FAQs designed to provide value and answer common queries, thereby improving user engagement and dwell time.
- ▶ **BACKLINK STRATEGY:** We pursued a targeted backlink acquisition campaign, focusing on obtaining highquality backlinks from reputable industry sites and relevant online publications. This helped to boost Comwave's domain authority and improve its search engine rankings.
- ▶ **LOCAL SEO:** Given the competitive nature of the telecommunications market in Toronto, we optimized Comwave's local SEO presence. This involved optimizing Google My Business profiles, obtaining local citations, and encouraging customer reviews to enhance local search visibility.



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Ready to Elevate Your SEO Strategy?

Consultus Digital offers comprehensive digital marketing solutions including SEO, paid social media campaigns, search ads management, custom website development, and more. Our goal is to help businesses achieve digital excellence and drive measurable results.



Let's Get Started

Contact us today to discover how we can help you achieve your digital marketing goals and drive your business forward.

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