



Case Study:

SOIL STABILIZATION INNOVATIONS INC.

Haul Road & Dust Control Solutions

Introduction

Soil Stabilization Innovations (SSI) is America's premium brand for dust control & haul road management programs. SSI is associated with FATbit since 2015. FATbit has developed their two different websites and is affiliated with them for improving their web presence as well, and journey since then is abiding.

Bottlenecks

- Client had changed the brand name & domain name. So the major challenge was regaining the old reputation & optimizing the old domain to rank in search results.
- Brand Name "Soil Stabilization Innovations" was highly competitive and other brands were ranking higher in search results.
- Since their business model is traditional, there is stiff competition in organic search results. On some keywords there was a direct competition with Amazon in search results.
- Their business presence wasn't very with the new brand name.

Light at the End of the Tunnel

We aligned ourselves with the client's business objectives and developed a keyword strategy to publish future proof content that would help to create long-term value, position the brand higher in the industry, generate leads and ultimately convert them into clients.

We made several SEO changes on the old and the new domain to establish the connection between the two. We took charge of every aspect of the website and it was evident that the organic traffic gained by the website was the outcome of SEO work we were executing. We recommended the best SEO practices at every step of the way and the results were impressive.

Our Strategies



1. Website optimization activities such as Meta tags optimization, schema codes, header tags optimization, etc.
2. Google My Business profiles optimization with the right keywords and other details to rank high in Google Maps results.
3. Created video/slides/infographics to promote the business services information
4. Published guest posts on third-party blogging sites
5. Targeted Keywords (Soil stabilization company, Dust control products for roads, dust control solutions, etc.)

Comparison of website performance on queries from 2018 to 2019



The Outcomes

- We accomplished our primary goal to achieve website ranking in targeted keywords on Google maps and search results.
- Brand visibility has improved considerably and website domain, assets started appearing on top SERPs when brand name is searched.
- Brand name was mentioned among the top citations sites.

Google

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About 1,72,00,000 results (0.51 seconds)

Scholarly articles for soil stabilization innovations

An **innovative stabilization/solidification** treatment for ... - Scanferla - Cited by 36
 ... **innovative environmental technology for stabilization**, ... - McIntyre - Cited by 49
Innovations in Oklahoma foamix design procedures - Sakr - Cited by 44

soilstabilizationinnovations.com ▾
Soil Stabilization Innovations
 Get the best soil stabilization, dust abatement, & dust control solutions on the planet from Soil Stabilization Innovations team to create long lasting roads, ...


soilstabilizationinnovations.com ▾ 2018/04/02 ▾ leading-dust-control-... ▾
The Leading Dust Control and ... - Soil Stabilization Innovations
 Apr 2, 2018 - The use of Soil Stabilization Innovation's dust control, soil stabilization, and erosion control polymer have been of great help in the construction ...

www.crunchbase.com ▾ organization ▾ soil-stabilization-innovations-inc ▾
Soil Stabilization Innovations, Inc. | Crunchbase
 Soil Stabilization Innovations are the industry leaders in the erosion and dust control products field. Our Soil Stabilization Innovations line of acrylic co-polymers ...

medium.com ▾ @SSInnovations ▾
Soil Stabilization Innovations – Medium
 Read writing from Soil Stabilization Innovations on Medium. SSI offers soil erosion and dust control products at direct factory price in the soil stabilization ...

medium.com ▾ @SSInnovations ▾ 5-reasons-to-construct-roads-with-s-... ▾
5 Reasons to Construct Roads with Soil Stabilization ...
 Soil Stabilization Innovations is a USA based dust control, erosion control, and soil stabilization solutions company. The company has been in business for over ...

www.environmental-expert.com ▾ Companies ▾ Soil and Groundwater ▾
Soil Stabilization Innovations Inc, Profile - Environmental XPRT



Soil Stabilization Innovations

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5.0 ★★★★★ 2 Google reviews

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	Yelp View Listing	Soil Stabilization Innovations	79405 Hwy 111, La Quinta, CA 92253	9096578817
	MapQuest View Listing	Soil Stabilization Innovations	79405 Highway 111, La Quinta, CA 92253	9096578817
	Superpages View Listing	SOIL STABILIZATION INNOVATIONS	79405 Ca-111 Ste 9-260	9096578817

Wall of Fame

Google search results for "soil stabilization company". The search bar shows the query and the Google logo. Below the search bar are navigation options: All, Images, News, Shopping, Videos, More, Settings, and Tools. The results show approximately 9,210,000 results in 0.54 seconds. Under the heading "Scholarly articles for soil stabilization company", three articles are listed: "Stabilization of pavement subgrades and base courses ..." by Little (400 citations), "Soil stabilization principles and practice" by Ingles (804 citations), and "Soil stabilization composition" by Boston (35 citations). A map of the United States shows location pins for "Soil Stabilization Products Co" in California and "Environmental Soil Stabilization" in Arkansas. Below the map, a list of local businesses is shown. The first entry, "Soil Stabilization Innovations", is highlighted with a green box. It has a 5.0 star rating from 2 reviews, is a civil engineering company, and is currently closed. The other two entries are "Soil Stabilization Products Co" (topsoil supplier in Merced, CA) and "Environmental Soil Stabilization" (construction company in Little Rock, AR). A "More places" link is at the bottom.

Google

soil stabilization company

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About 9,210,000 results (0.54 seconds)

Scholarly articles for **soil stabilization company**

Stabilization of pavement subgrades and base courses ... - Little - Cited by 400

Soil stabilization principles and practice - Ingles - Cited by 804

Soil stabilization composition - Boston - Cited by 35

United States

Soil Stabilization Products Co

Environmental Soil Stabilization

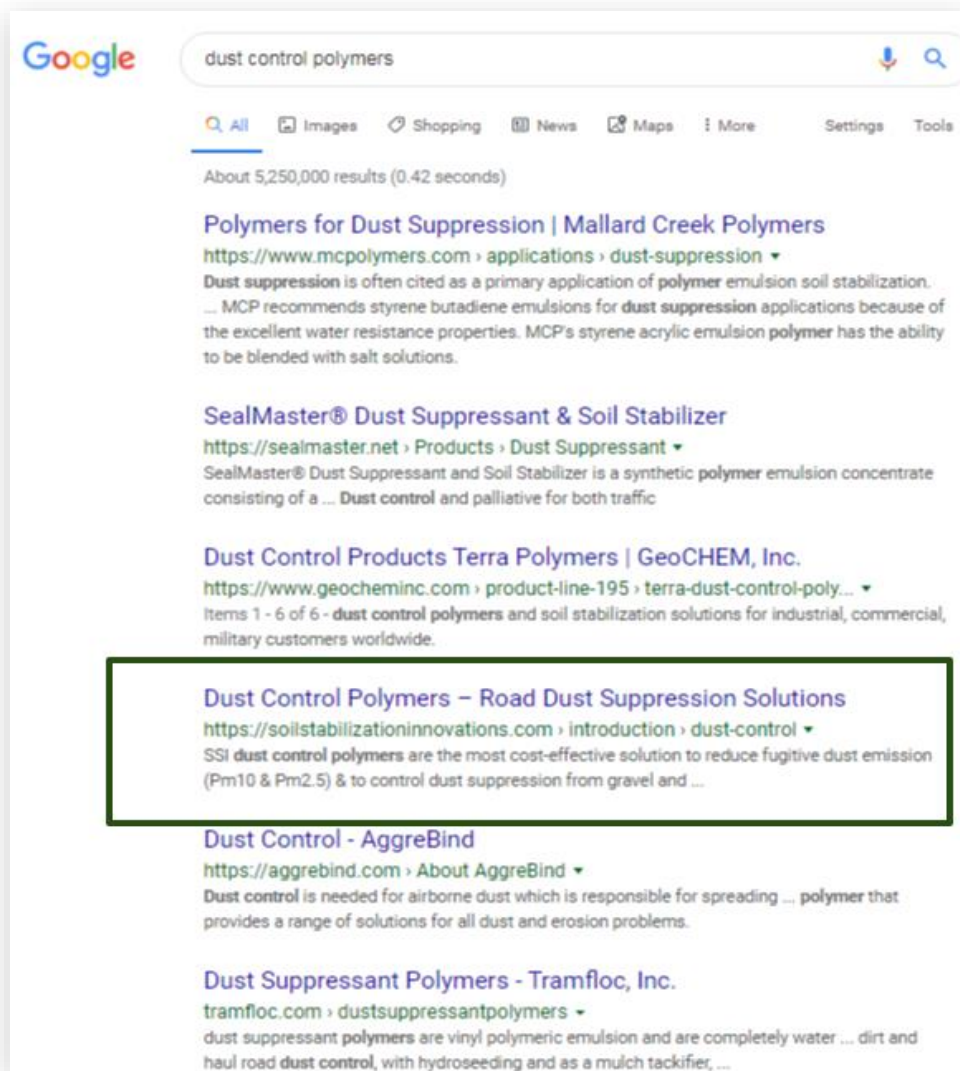
Hours ▾

Soil Stabilization Innovations
5.0 ★★★★★ (2) - Civil engineering company
Closed · Opens 9AM · (909) 657-8817

Soil Stabilization Products Co
No reviews · Topsoil supplier
Merced, CA
(209) 383-3296

Environmental Soil Stabilization
No reviews · Construction company
Little Rock, AR
Closed · Opens 9AM · (501) 944-2300

More places



FATbit Technologies is a comprehensive web solutions company. Established in 2004, we focus on providing optimum solutions for eCommerce businesses. Our services range from providing turnkey eCommerce marketplace solutions to effective digital marketing services, customized website design & development, iOS & android app development.

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