



How a Clean Energy Company Went from Zero to Hero on Google

a search engine optimization case study

Urban Grid

Clean Energy Solutions



Introduction

Urban Grid provides clean energy solutions through utility-scale solar projects to corporations and institutions. The company had **no search engine presence**; it relied on cold calls to generate business. Urban Grid reached out to WebMechanix to build its brand awareness, credibility, and business on the Internet. The first order of business was to grow the client's website traffic and generate leads.

782%

increase in year-over-year traffic

500%

increase in submissions

41.69%

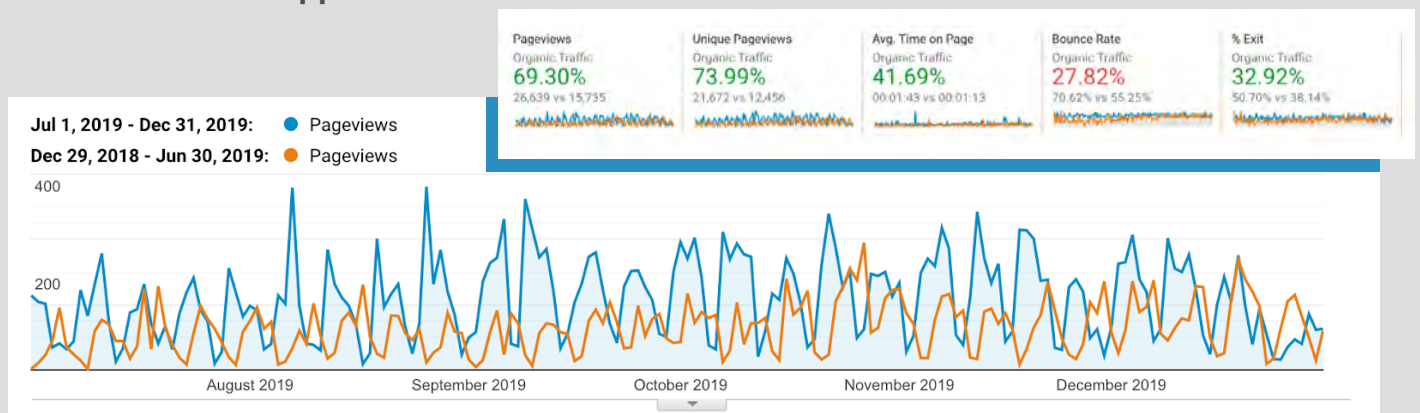
increase in average time on page

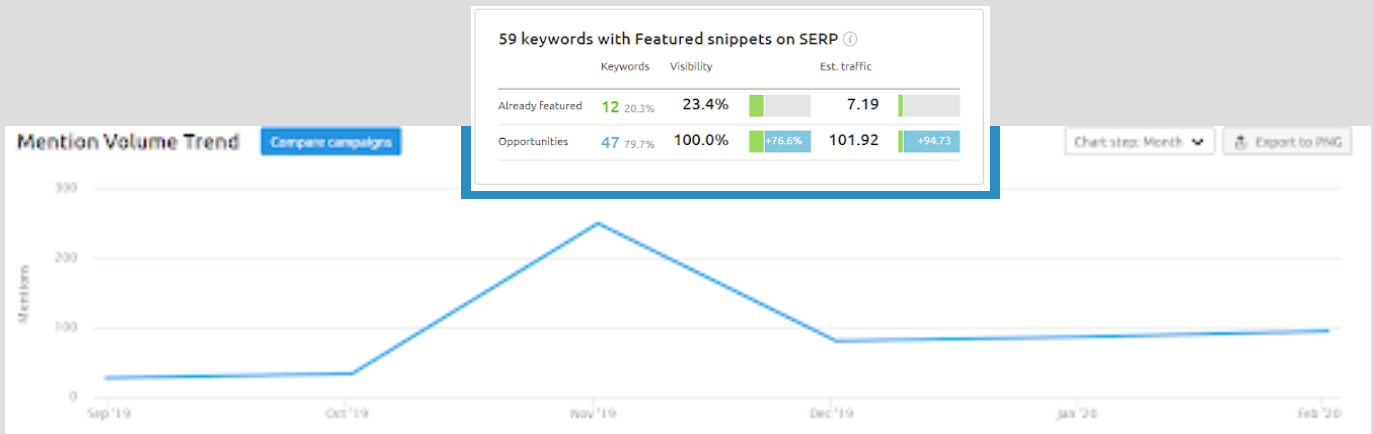
Discoveries

From July 1st to Dec 31st, 2019, compared to the previous period, our client saw the following changes in their top metrics:

- 69% organic pageview increase.
- 41.69% increase in average time on page.
- 3.45% increase in Contact Us submissions.
- 500% increase in off-site solar solutions submissions.

Comparing organic sessions in 2019 to 2018, we saw a 782% increase. We took the client from zero relevant search rankings to dozens of rankings that brought in thousands of pageviews and **59 featured snippets**.





How We Did It

Urban Grid’s blog wasn’t getting any traffic because it only had press releases and announcements. To address this issue, we conducted comprehensive keyword research and wrote over two dozen SEO-optimized articles, based on knowledge provided by the client to help them rank on Google. We also created a cohesive internal linking plan that spread link equity to important articles for improved rankings. This process was more nuanced than usual since this industry is very technical.

Topics such as “sustainability pledges” and “power purchase agreements” require a lot of research to understand and target correctly.

Landing Page ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
Organic Traffic	4,436 % of Total: 77.70% (5,709)	68.87% Avg for View: 69.61% (-1.06%)	3,055 % of Total: 76.87% (3,974)
1. /	758 (17.09%)	64.12%	486 (15.91%)
2. /what-is-a-sleeved-ppa/	663 (14.95%)	72.55%	481 (15.74%)
3. /guide-to-virtual-power-purchase-agreements/	587 (13.23%)	82.11%	482 (15.78%)
4. /offsite-solar-solutions/	341 (7.69%)	4.69%	16 (0.52%)
5. /types-of-power-purchase-agreements-for-offsite-renewable-energy-projects/	311 (7.01%)	80.71%	251 (8.22%)
6. /solar-project-development-process-understanding-the-steps/	306 (6.90%)	84.97%	260 (8.51%)
7. /what-is-utility-scale-solar-an-overview/	299 (6.74%)	84.28%	252 (8.25%)

The Bottom Line

WebMechanix took a clean energy business from no online presence to strong search visibility with SEO. Moreover, WebMechanix helped generate leads and build brand recognition. Even during offline events, the client has heard people mention their website and how credible and knowledgeable it makes their company look.



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for more information