



Pinsol SEO Success Story

Pinsol is your top choice for fibers, networking cables, and accessories for seamless networking. Pinsol is a premier provider of professional networking solutions in Algeria.

Alongside serving excellence with their quality products and services, their success story on digital platforms skyrocketed after they collaborated with Digital Hub Solution.



INITIAL CHALLENGES

While Pinsol had all the right products and services, they lacked visibility online. What they needed was a robust and tailored SEO strategy and that's where Digital Hub Solution stepped in. From efficient keyword targeting to consistent blog posting, they fulfilled the tasks effectively. These are the challenges that they rendered during this endeavor:

- Low organic traffic due to limited keyword targeting.
- Technical SEO issues affecting site performance.
- No Blog page for posting.
- Minimal backlink profile, reducing domain authority.
- High competition from established IT service
- Lack of optimized content for service pages and blog articles.
- The website came with the linguistic challenge of rendering the French content and ranking the keywords on the top of search engine in the same language.



Project Overview

Pinsol needed a well-structured SEO service to enhance organic visibility, drive targeted traffic, and ultimately increase conversions

At **Digital Hub Solution**, we crafted a tailored SEO strategy to match their ambitions. In this direction, our passionate, experienced team executed the strategy by focusing on measurable growth.



Our Approach

As **Digital Hub Solution**, We began by understanding Pinsol's specific goals and challenges.

Then, we curated a result-driven SEO strategy addressing every aspect from on-page optimization to backlink building. Our approach was centered on long-term sustainability, visibility, and digital growth.



Keyword Research & Targeting

- ▶ Conducted in-depth keyword research to identify high-traffic, low-competition keywords relevant to IT services.
- ▶ Focused on a mix of commercial (e.g., IT consulting services in Algeria=).



Technical SEO Enhancements

Conducted a full technical audit and resolved key issues :

- ▶ Fixed broken links and optimized site structure.
- ▶ Fix canonical and redirection on the website.



Link Building & Authority Growth

Secured high-quality backlinks through:

- ▶ Guest posting on reputable IT and tech blogs.
- ▶ Engaging in relevant IT forums and communities.
- ▶ Submitted Pinsol to business directories and IT service listings



On-Page Optimization

- ▶ Optimized meta titles, descriptions, headers, and image alt texts across the website.
- ▶ Enhanced service pages with keyword-rich content, improving user engagement.
- ▶ Improved internal linking to distribute link equity efficiently.

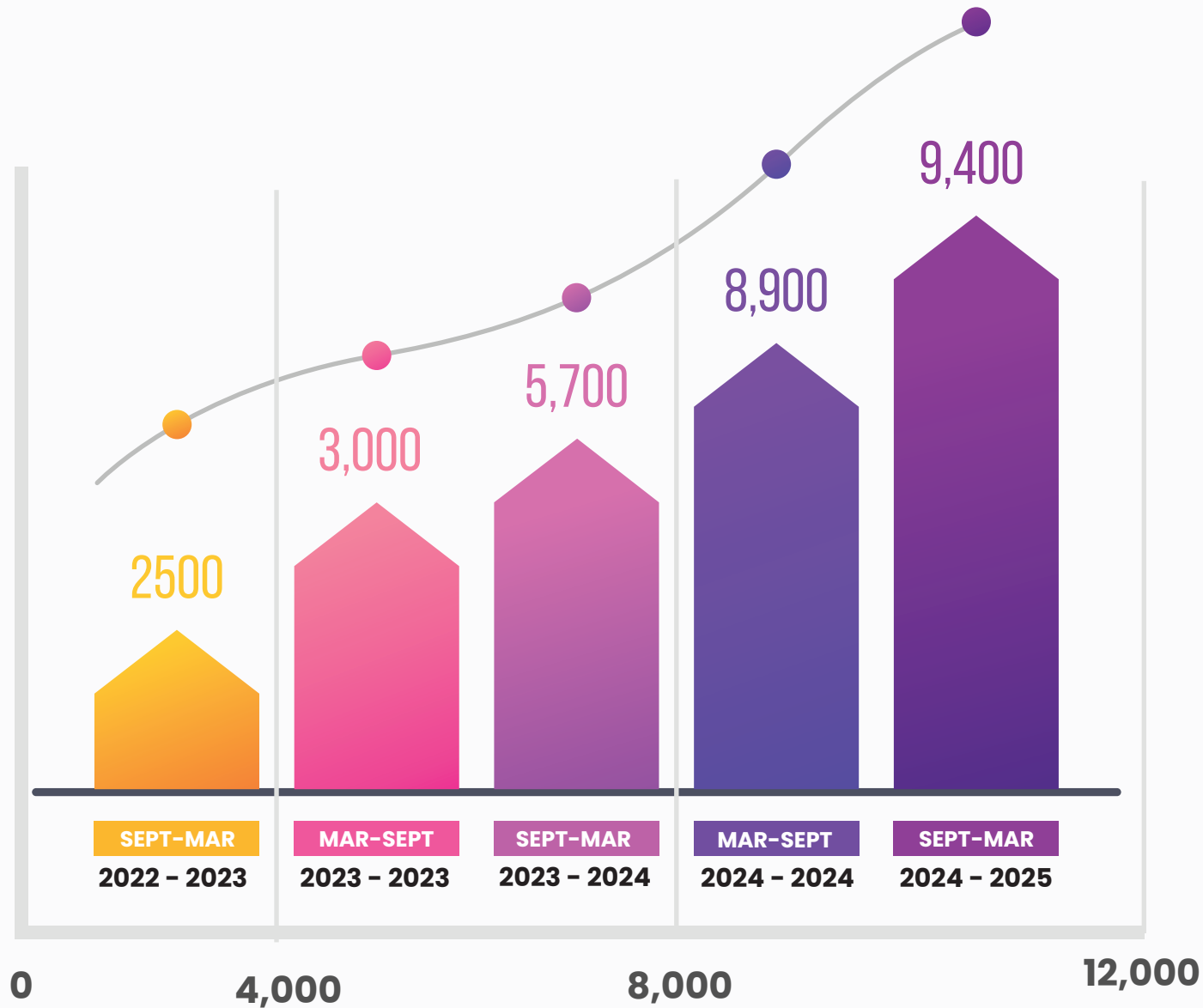


Content Marketing Strategy

Developed a content plan targeting user pain points, including

- ▶ Understanding the Optical Patch Cord and its Benefits
- ▶ How is a patch panel an important element for your business efficiency?
- ▶ Optimizing Your Surveillance Setup: The Best Camera Cables for Every Need

RESULT COMAPARISON - THEN VS. NOW



1 SEPT 2022- 1 MARCH 2023 (At the Beginning of Our Journey)



Organic Search 2.5k

1 MARCH 23 TO 1 SEPT 2023



Organic Search 3k

1 SEPT 2023 TO 1 MARCH 2024



Organic Search 5.7k

1 MARCH 2024 TO 1 SEPT 2024



Organic Search 8.9k

1 SEPT 2024 TO 1 MARCH 2025 (At the conclusion of our time together)



Organic Search 9.4k

RANKING COMPARISON :

	https://www.pinsol.me/		6 Month	12 Month	18 Month	24 Month	30 Month	Current Ranking
S.N	Keyword in French	01-Sep-22	03-Mar-23	05-Sep-23	04-Mar-24	05-Sep-24	05-Mar-25	17 Apr
1	Armoire de brassage	Na	10	8	7	2	1	1
2	Armoire télécom	Na	40	30	15	8	1	1
3	Armoire réseau	Na	25	4	6	6	2	1
4	Armoire caméra	Na	Na	40	20	10	4	2
5	Cable KX7	12	8	6	5	4	4	3
6	Câble STP	Na	Na	Na	40	30	10	4
7	Cordon de brassage	Na	Na	Na	Na	20	8	5
8	Panneau de brassage	Na	50	53	59	15	9	5
9	Accessoire réseau	Na	30	20	12	10	7	6
10	câble reseau	Na	Na	50	10	8	8	8
11	Câble caméra	Na	Na	Na	Na	15	10	8
12	Armoire optique	Na	Na	Na	11	11	9	9
13	Console KVM	Na	Na	Na	Na	15	10	9



Thank You!

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