

Metrotechs | Arken Optics USA SEO Case Study

Project Summary

When Arken Optics USA approached Metrotechs, they werent starting from scratch. The company had already built a solid online foundation thanks to the effort and vision of its owners.

But growth had hit a wall. After working with multiple agencies and freelancers, Arken found themselves stuck in a cycle of slow progress, inconsistent execution, and no return on investment.

Thats when Metrotechs stepped in.

Goals & Objectives

- Regain control of their website and digital assets
- Build a scalable, high-performance infrastructure
- Implement a data-driven SEO strategy from the ground up
- Increase keyword visibility and drive high-converting traffic
- Launch a content ecosystem tied to commercial search intent
- Track and analyze all user behavior and sales data in real-time

Performance Metrics (Dec 2023 June 2025)

- Ranking Keywords: 1,232 11,355 (+821%)
- Top 3 Positions: 43 225 (+423%)
- Page 1 Rankings: 71 573 (+700%)
- SERP Features: 27 293 (+985%)

Phase 1: Platform Migration

Migrated from a restrictive setup to WordPress hosted on AWS Lightsail, with full integration of Ecwid for ecommerce.

Benefits:

- Full content control
- Faster publishing
- Scalable hosting
- Freedom from third-party gatekeepers

Phase 2: Analytics Deployment

Analytics Stack:

- Google Analytics 4 (GA4)
- BigQuery
- SEMrush & Ahrefs
- Microsoft Clarity
- HubSpot

Now, every click, scroll, and conversion is trackable and actionable.

Phase 3: Technical SEO Overhaul

- Optimized AWS Lightsail hosting with LAMP stack
- CloudFront CDN + Amazon S3 for media delivery
- W3 Total Cache for performance
- Core Web Vitals compliance
- Restructured URLs, cleaned crawl errors

Phase 4: Content Strategy

- Content audit and cleanup
- Built keyword-driven pillar pages and supporting content
- Targeted transactional/commercial keywords
- Long-form guides and FAQs
- Strategic internal linking for authority flow

Phase 5: SERP Feature Optimization

- Schema markup for FAQ, Products, Reviews
- Featured snippets and PAA box targeting
- Visual rich results
- SERP features increased by +985%

Conclusion

This wasn't a patchwork fix. It was a full-stack SEO transformation from infrastructure to execution.

We gave them control, clarity, and compounding growth.

Want Results Like This?

If you're stuck or just ready for real growth Metrotechs is your partner.

Schedule a call: <https://metrotechs.io/contact>

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