Case Studies of Local Businesses

United States Projects

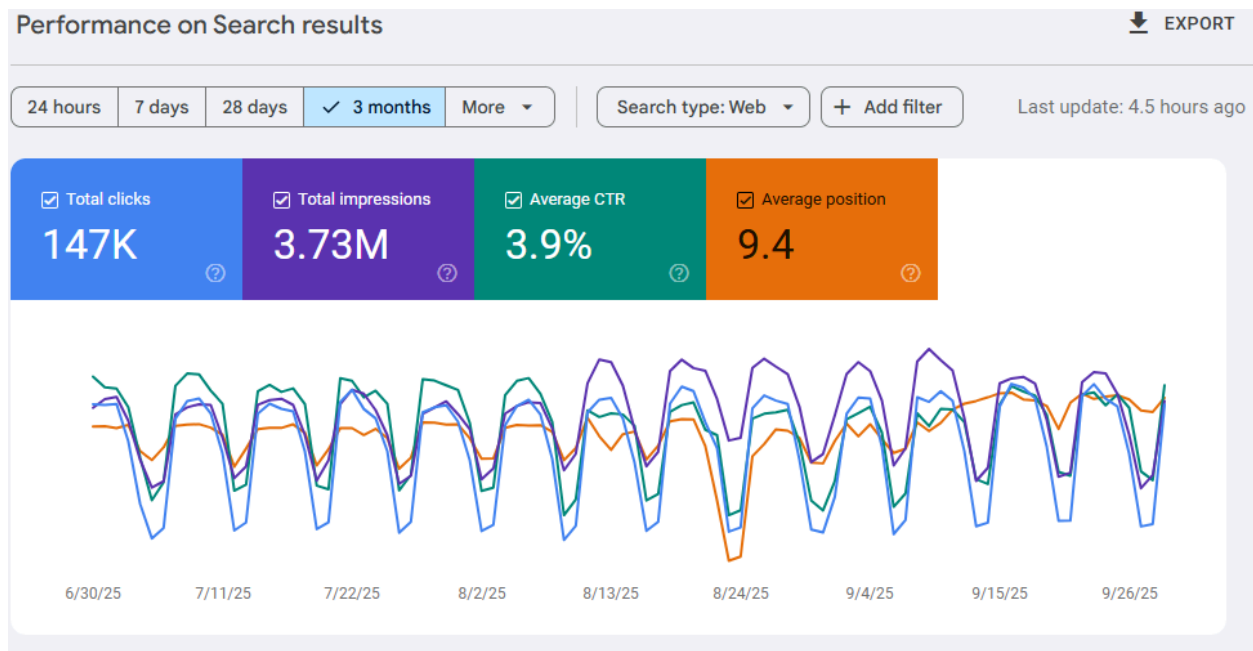**Project Overview:**
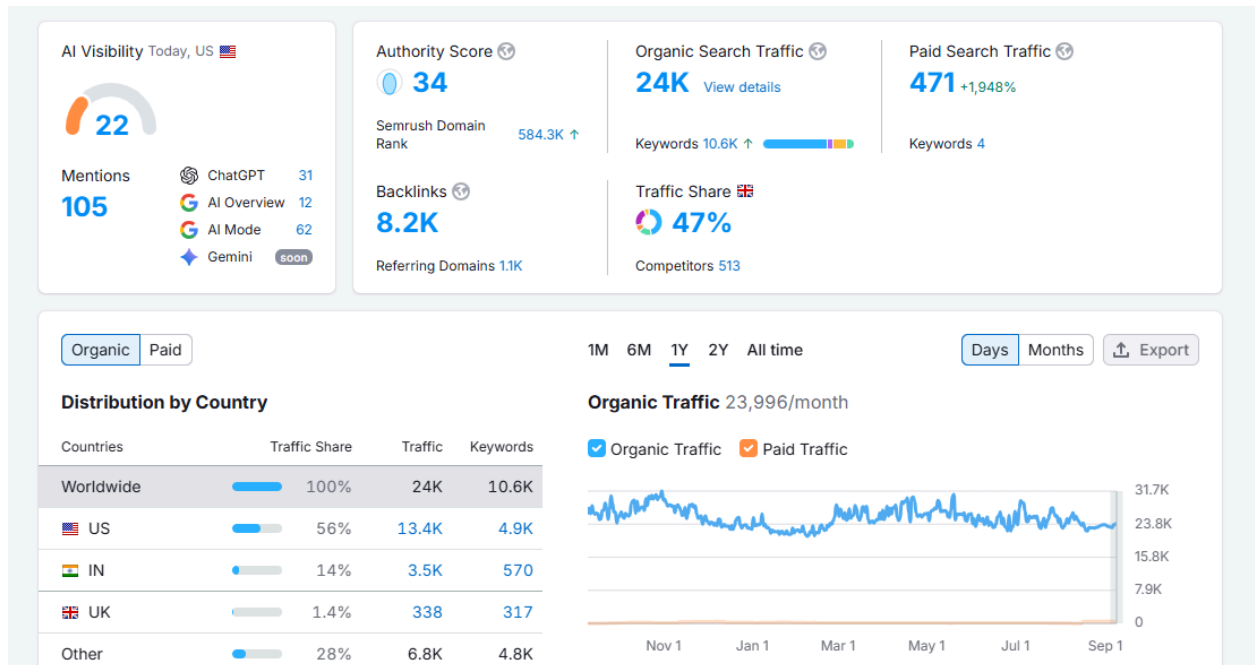
URL: https://www.texasflange.com/

Business Name: Texas Flange

Location: Texas, USA

Duration: 1 Year (Continue)

Goal: Improve search visibility, keyword rankings, and lead generation.

AI Visibility Today, US 🇺🇸

22

Mentions
105

ChatGPT · 31
AI Overview · 12
AI Mode · 62
Gemini · soon

Authority Score
34

Semrush Domain Rank · 584.3K ↑

Backlinks
8.2K

Referring Domains 1.1K

Organic Search Traffic
24K View details

Keywords 10.6K ↑

Traffic Share 🇬🇧
47%

Competitors 513

Paid Search Traffic
471 +1,948%

Keywords 4

Organic | Paid

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	24K	10.6K
🇺🇸 US	56%	13.4K	4.9K
🇮🇳 IN	14%	3.5K	570
🇬🇧 UK	1.4%	338	317
Other	28%	6.8K	4.8K

1M 6M 1Y 2Y All time   Days | Months   ↑ Export

Organic Traffic 23,996/month

☑ Organic Traffic ☑ Paid Traffic

31.7K
23.8K
15.8K
7.9K
0

Nov 1 Jan 1 Mar 1 May 1 Jul 1 Sep 1

Key Strategies

Focused on industrial SEO by targeting flange-specific keywords, optimising service pages, publishing technical resources, fixing technical issues, and building authority backlinks to strengthen visibility and trust.

Keyword Research: Targeted high-value terms like ANSI flanges, weld neck flanges, custom flanges, flange dimensions and weights, plus long-tail queries such as "2 inch class 150 weld neck flange dimensions."

On-Page SEO: Optimised meta titles, descriptions, and headers; improved internal linking across flange type pages; added structured data for products and FAQs to enhance search visibility.

Content Creation: Published product guides, standards comparisons, CAD/3D drawing resources, and blogs covering flange types, materials, and specifications to capture both informational and transactional traffic.

Technical SEO: Enhanced crawlability with XML sitemap and canonical tags, improved site speed, secured HTTPS, ensured mobile responsiveness, and monitored Core Web Vitals for better performance.

Backlink Building: Acquired links from engineering portals, CAD libraries, industry blogs, and trade publications to improve authority and domain trust.

Results: Improved rankings for flange-related searches, increased organic traffic, and strengthened visibility within the industrial components niche.

Ranking Keywords: ANSI flanges, weld neck flanges, slip-on flanges, custom flanges supplier, flange dimensions and weights, flange drawings CAD.