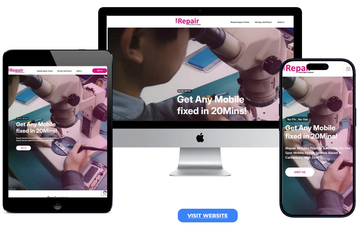
WEB ASTR

SUCCESSFUL SEO CASE FOR IREPAIRMOBILES BY WEBASTR

PROJECT HANDOVER DATE : 30 JAN 2025 **SEO START DATE** : 1 FEB 2025 **ONGOING PROJECT DATE** : 25 NOV 2025

WEBSITE

IREPAIRMOBILES.CO.UK



VISIT WEBSITE

Introduction

We partnered with iRepair Mobiles to strengthen their digital presence in the mobile repair and tech service industry. Our strategy focused on optimizing the website structure, improving keyword targeting, and boosting search visibility for high-intent repair queries. Through targeted SEO improvements and technical enhancements, we increased organic traffic, improved rankings for key repair services, and attracted more local customers searching for reliable mobile repair solutions. These efforts helped iRepair Mobiles build stronger online authority, increase customer engagement, and achieve consistent growth in a competitive repair market.

Challenges

When we began, iRepair Mobiles' website had limited online visibility and very few keywords ranking on Google. The site structure needed significant optimization, and many key service pages—such as mobile repair, screen replacement, and diagnostic services—were not appearing in search results. Additionally, the mobile repair market is highly competitive, making it difficult for iRepair Mobiles to stand out organically without a strong SEO foundation.

Goal

The main goal was to improve iRepair Mobiles' online visibility, strengthen keyword performance, and optimize the website structure to attract more customers searching for mobile repair services. We aimed to increase organic traffic, improve rankings for key repair-related keywords, and build a stronger digital presence to position iRepair Mobiles as a trusted leader in the mobile repair market.

SOLUTION

SEO GOAL

Our SEO goal for iRepair Mobiles was to increase organic visibility, improve keyword rankings, and attract high-quality traffic from customers searching for mobile repair services. We optimized site speed, structure, and service-based content to build authority in the repair niche and convert more visitors into paying customers.

CONTENT MARKETING

We created SEO-optimized content focused on mobile repair services, device care tips, and troubleshooting guides to boost keyword visibility and engage users. This helped position iRepair Mobiles as a trusted expert in the repair industry and attract more organic traffic from customers searching for fast, reliable mobile repair solutions.

WEBSITE STRUCTURE

We optimized the site architecture to make it cleaner, faster, and more search-friendly. Key service pages, locations, blogs, and support sections were reorganized to improve navigation, internal linking, and crawlability. This helped Google index important repair pages more efficiently while providing users with a smoother, easier browsing experience across the website.

SEO RESULTS:

GOOGLE ANALYTICS

ON 30 JAN 2025

BEFORE

ON 24 NOV 2025

AFTER

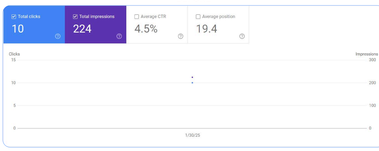
IMPROVEMENT NOTE:

After implementing a consistent SEO strategy, the website achieved impressive gains in overall traffic and user engagement. Sessions grew from just **7 to 3.3K**, new users spiked from **7 to 2.5K**, while total and active users both climbed from **7 to 2.6K**.

GOOGLE SEARCH CONSOLE

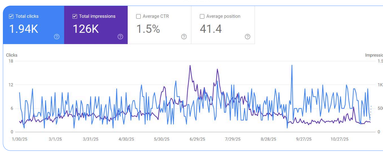
ON 30 JAN 2025

BEFORE



ON 25 NOV 2025

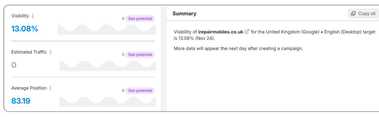
AFTER



IMPROVEMENT NOTE:

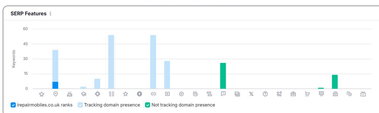
The website exhibited significant SEO gains, with clicks surging from **10 to 1.94K** and impressions increasing from **224 to 126K**. The average CTR stands at **1.5%**, and keyword rankings improved, with average position reaching **41.4**.

VISIBILITY

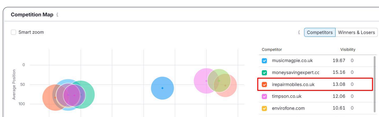


KEYWORD RANKING

SERP FEATURE



COMPETITION MAP



IMPROVEMENT NOTE:

The visibility of irepairmobiles.co.uk currently stands at **13.08%**, giving it a competitive edge over notable industry players like timpson.co.uk and envirofone.com in the UK market segment. For further improvement, It's recommended to target keywords with rankings beyond the **top 20** and expand presence in key SERP features. Enhancing the average position from **83.19** and utilizing the **11 keywords** already ranking within the **top 100** will help drive greater traffic and unlock the site's full search potential.

CONCLUSION

Improved website visibility and organic reach through effective SEO strategies, leading to higher traffic and stronger keyword rankings. Enhanced brand credibility and online presence within the health and nutrition industry. Consistent growth in user engagement and domain authority, ensuring long-term stability and continued success in search results.

THANK YOU

FOR VIEWING THE PORTFOLIO

FOR MORE INFORMATION

VISIT WEBASTR

DM ME TO START A CONVERSATION