



**872 keywords** 5 Feb 2025 Don't compare Filters

Keyword	Intents	SF	Volume	KD	CPC	Traffic	Paid	Position
<input type="checkbox"/> + movil castalia	N C Local		100	0	N/A	11	0	2
<input type="checkbox"/> + movil castalia castellon	N C Local	1	10	0	N/A	1	0	2
<input type="checkbox"/> + tec 11 jaca	N C Branded Local	2	200	0	N/A	0	0	21
<input type="checkbox"/> + tec 11	I N Branded	1	60	0	N/A	0	0	17
<input type="checkbox"/> + repuestos lg valencia	N C T Branded Local	2	20	6	0.08	0	0	18
<input type="checkbox"/> + lg k410emw	I C Branded	3	10	0	N/A	0	0	16
<input type="checkbox"/> + lm-k410emw	I C Branded	2	30	0	N/A	0	0	21
<input type="checkbox"/> + tapa camara frontal movil	C T	2	20	0	N/A	0	0	24
<input type="checkbox"/> + h3113	I C Branded	1	30	0	N/A	0	0	26
<input type="checkbox"/> + lg m700n	I C Branded	1	20	0	N/A	0	0	31
<input type="checkbox"/> + tecno gsm	I C Branded	3	10	0	N/A	0	0	31
<input type="checkbox"/> + repuestos apple	N C T Branded	2	70	1	0.11	0	0	42
<input type="checkbox"/> + cp 12004	I Local	1	0	0	N/A	0	0	23
<input type="checkbox"/> + herramientas para arreglar moviles	C T	5	30	0	N/A	0	0	43
<input type="checkbox"/> + d6603	I C Branded	2	10	0	N/A	0	0	30
<input type="checkbox"/> + camara xiaomi 11t	I C Branded	3	30	0	N/A	0	0	53
<input type="checkbox"/> + piezas de moviles	C T		20	47	0.14	0	0	75
<input type="checkbox"/> + repuestos telefonos moviles	C T	2	20	50	0.18	0	0	93
<input type="checkbox"/> + conector micro usb conexiones	I	4	20	0	N/A	0	0	96
<input type="checkbox"/> + móviles realme 2023	I C Branded	4	0	4	N/A	0	0	36

## Case Study: TecGSM - Enhancing Online Presence Through SEO and Content Strategy

**Introduction** TecGSM is a Spanish-based company specializing in mobile phone repairs, accessories, and spare parts. Operating primarily in Spain and catering to a Spanish-speaking audience, TecGSM has leveraged SEO and content marketing to improve its online visibility and user experience. With a focus on website performance, TecGSM.com has become a key platform for engaging customers and driving conversions.

**SEO and Content Strategy Implementation** TecGSM's primary goal was to enhance its online presence and improve search engine rankings. The key strategies implemented include:

- **On-Page SEO:** Optimizing meta titles, descriptions, headers, and URLs for better search visibility.
- **Content Marketing:** Creating high-quality blog posts, product descriptions, and service pages to engage visitors and improve search rankings.
- **Technical SEO:** Enhancing site speed, mobile responsiveness, and structured data to improve user experience and search engine performance.
- **Internal Linking Strategy:** Strengthening internal links to guide users effectively and distribute SEO value across pages.
- **Local SEO Optimization:** Targeting relevant local keywords to attract customers within Spain.

**Website Performance and User Experience Enhancements** To improve website usability and engagement, TecGSM focused on:

- **Faster Loading Speed:** Optimizing images, minifying CSS/JavaScript, and leveraging caching mechanisms.
- **Mobile-Friendly Design:** Ensuring seamless navigation and readability on mobile devices.
- **Improved User Interface (UI):** Enhancing website layout, call-to-actions, and menu structures for better usability.
- **High-Quality Content:** Providing valuable, informative, and keyword-optimized content to retain visitors.

## Challenges and Solutions

1. **Low Organic Traffic:** Addressed by conducting in-depth keyword research and optimizing content accordingly.
2. **High Bounce Rate:** Improved by refining website navigation and enhancing page load speed.
3. **Weak Search Engine Rankings:** Boosted through consistent content updates, technical improvements, and backlink strategies.

**Results and Growth** As a result of these strategic SEO and content initiatives, TecGSM has experienced:

- Significant growth in organic traffic and keyword rankings.
- Improved user engagement and lower bounce rates.

- Enhanced visibility in local search results, leading to increased inquiries and conversions.

**Conclusion** By focusing on SEO and content marketing, TecGSM has successfully strengthened its online presence, improved website performance, and enhanced user experience. Moving forward, continuous optimization and content updates will help TecGSM maintain its competitive edge in the mobile repair and accessories market.