Boels Rental is an equipment rental company based in Sittard, the Netherlands, with over 3,250 employees and more than 400 stores in the Netherlands, Belgium, Luxembourg, Germany, Austria, Switzerland, United Kingdom, Czech Republic, Poland, Italy and Slovakia. Boels has separate online presences in each of these countries. Our Ruby agency partner, Happy Idiots, works on SEO and online marketing activities for boels.nl.

**Challenge:**

Boels.nl suffered technical issues that made it impossible to add content to specific pages. Happy Idiots sought a creative way to reorder the website’s structure and optimize the pages without using content. The plan: achieve higher rankings for primary keywords and overwork the internal link structure.

**Solution:**

Happy Idiots used the Site Structure Optimization of the Searchmetrics Suite™ to see where they had to optimize the structure of the website to gain more link juice for each individual URL. The Internal Links section of the software made it possible to measure each optimization and see if the link juice was being spread as they wanted. They were able to see if the SEO Visibility of important pages increased, and it did.

*With Searchmetrics we were immediately able to see where problems needed to be solved.*

*Thom van de Donk; SEO Specialist, Happy Idiots*
Results:

+11,83% increase in SEO Visibility

+11,66% increase of organic traffic

Higher rankings for primary keywords

Organic visibility for Boels.nl increased with 11,83% since July 2017, when Happy Idiots was using Searchmetrics. The Searchmetrics Suite™ provided key insights that enabled better optimization of the website structure and internal link structure.

The agency was able to identify pages with too many, too few or broken internal links and thus were able to build the ideal structure without broken links and add more value to ‘forgotten’ pages.

Since we’ve been working on the SEO process for Boels, their organic traffic has increased with over 180,000 sessions. We’ve noticed that Searchmetrics gives us direct insight into SEO optimizations that we never considered before.

Thom van de Donk, SEO Specialist, Happy Idiots

Visit us at Searchmetrics.com to find out more, or contact us at: sales@searchmetrics.com