

Established Mining Company Increases Website Traffic by 225% with Strategic Web Redesign and SEO

SERVICES

SEO Optimized
Web Redesign

Overview

A well-established silver mining company in Vancouver, BC partnered with us to modernize its online presence and improve visibility in a highly competitive and technical industry. While the company had a strong operational reputation, its outdated website and limited SEO strategy were holding back digital growth.

The goal was clear: increase qualified traffic, strengthen search visibility for mining-related terms, and position the company as a leader in the Vancouver mining sector.

The Challenge

Despite years of experience in the mining industry, the company faced several digital limitations:

- An outdated website that didn't reflect the scale or professionalism of operations
- Poor visibility for key search terms like mining company in Vancouver and silver mining company Canada
- Limited organic traffic and low engagement from potential investors and partners
- Weak technical SEO foundation impacting indexing and rankings

They needed more than just a visual refresh—they required a full digital transformation.

Our Approach

We implemented a comprehensive approach focused on both website performance and search engine visibility:

1 Website Redesign & UX Optimization

We built a modern, responsive website designed to highlight the company's expertise, projects, and capabilities. The new structure improved navigation and made it easier for users to access key information.

In 12 months we
achieved:

225%

Website Traffic Increase

321%

Organic Traffic Value Growth

332%

Increase in Impressions

2 SEO for Mining Industry Keywords

We developed a targeted keyword strategy focused on terms such as:

- Mining company in Vancouver
- Silver mining company Canada
- Resource extraction company BC
- Mining operations Vancouver

Each page was optimized to align with search intent and industry relevance.

3 Technical SEO Improvements

We resolved underlying technical issues, improved site speed, optimized metadata, and ensured proper indexing across all pages.

4 Content Development

We created optimized content that showcased the company's services, operations, and industry expertise—helping build authority and trust.

OUR RESULTS

The impact of the new website and SEO strategy was significant:

- **225%**
- **Organic Traffic Value Growth: 321%**
- **Increase in Impressions: 332%**

The company now ranks for high-value mining-related keywords and attracts a steady flow of relevant visitors, including potential partners, investors, and industry stakeholders.

By aligning web design with a focused SEO strategy, this Vancouver-based mining company successfully transformed its digital presence. The result is not just more traffic—but more meaningful visibility in a competitive industry.

If your mining or industrial business is struggling to generate results online, a strategic approach to SEO and web design can unlock significant growth opportunities.

