



Apex Web Cube

A Result Driven SEO Service

Achieved #1 page
Google ranking in
the Local Market



United Kingdom

Business Overview

Network Rail manages and develops the railway infrastructure in England, Scotland, and Wales, overseeing 20,000 miles of track, 30,000 bridges, tunnels, and viaducts, and thousands of signals, level crossings, and stations. They aim to provide safe, reliable, and efficient rail services, supporting economic prosperity by transporting people and goods.



Background

They were seeking a custom package to achieve first-page Google rankings in their local market. This led them to initiate discussions with us about our monthly SEO services.

Our Process

We began the process with thorough keyword research tailored to their local market. Over the next three months, we implemented both on-page and off-page SEO strategies for the selected keywords. Through dedicated efforts, we successfully achieved top 10 positions for their keywords. Here are the key highlights of the results:

Results

- 6.2K Keywords in Top 5 Ranking
- Total 10K Keywords on the First Page
- Organic Traffic Improved
-

About Company



That's 20,000 miles of track, 30,000 bridges, tunnels and viaducts and the thousands of signals, level crossings and stations. They manage 20 of the country's largest stations, while all the rest – over 2,500 – are run by the train operating companies.

Background

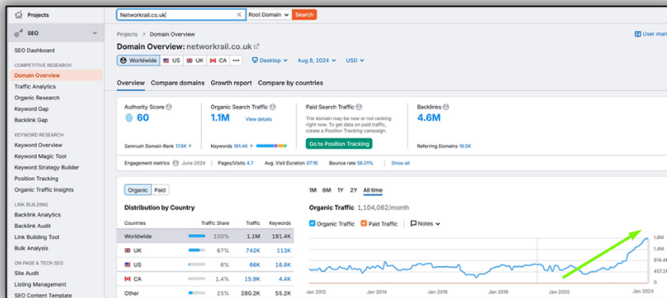
Their primary focus was on enhancing website traffic and boosting the rankings of top keywords. We started with comprehensive keyword research specific to their local market. Over the next three months, we executed a range of on-page and off-page SEO strategies for the targeted keywords.

Keywords Ranking

Target keywords Ranking on top positions:

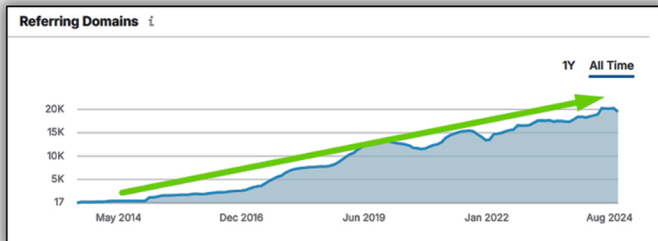
networkrail.co.uk Keywords	Target Page	Initially ranking: 07-Aug-24		SERP	Initially ranking comparison
		Google.com	Google.com		
euston area	https://www.networkrail.co.uk/	30	6	https://www.networkrail.co.uk/	24
signalling centre	https://www.networkrail.co.uk/	26	2	https://www.networkrail.co.uk/	24
network rail	https://www.networkrail.co.uk/	45	1	https://www.networkrail.co.uk/	44
railways network	https://www.networkrail.co.uk/	13	1	https://www.networkrail.co.uk/	12
rail transport	https://www.networkrail.co.uk/industry-and-commercial/rail-freight/	36	2	https://www.networkrail.co.uk/industry-and-commercial/rail-freight/	34
train advertising	https://www.networkrail.co.uk/industry-and-commercial/network-rail-property/advertising/	34	1	https://www.networkrail.co.uk/industry-and-commercial/network-rail-property/advertising/	33
rail development	https://www.networkrail.co.uk/industry-and-commercial/network-rail-property/development/	39	1	https://www.networkrail.co.uk/industry-and-commercial/network-rail-property/development/	38
train planning rules	https://www.networkrail.co.uk/industry-and-commercial/information-for-operators/	24	1	https://www.networkrail.co.uk/industry-and-commercial/information-for-operators/	23
railway bonds	https://www.networkrail.co.uk/industry-and-commercial/third-party-investors/debt-investments/	10	1	https://www.networkrail.co.uk/industry-and-commercial/third-party-investors/debt-investments/	9
network rail supply chain	https://www.networkrail.co.uk/industry-and-commercial/supply-chain/	5	1	https://www.networkrail.co.uk/industry-and-commercial/supply-chain/	4
train runs	https://www.networkrail.co.uk/running-the-railway/	9	3	https://www.networkrail.co.uk/running-the-railway/	6
railway bridge	https://www.networkrail.co.uk/running-the-railway/looking-after-the-railway/bridges-tunnels/	6	1	https://www.networkrail.co.uk/running-the-railway/looking-after-the-railway/bridges-tunnels/	5
bridge danger	https://www.networkrail.co.uk/running-the-railway/looking-after-the-railway/bridges-tunnels/danger/	14	1	https://www.networkrail.co.uk/running-the-railway/looking-after-the-railway/bridges-tunnels/danger/	13
bridge collision	https://www.networkrail.co.uk/running-the-railway/looking-after-the-railway/bridges-tunnels/collisions/	16	6	https://www.networkrail.co.uk/running-the-railway/looking-after-the-railway/bridges-tunnels/collisions/	10
rail engineering	https://www.networkrail.co.uk/running-the-railway/looking-after-the-railway/delays-extras/	17	2	https://www.networkrail.co.uk/running-the-railway/looking-after-the-railway/delays-extras/	15

Traffic Improved



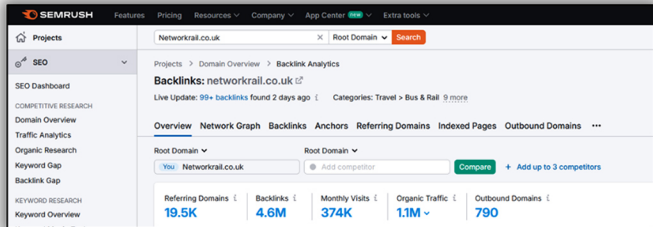
Website traffic has seen significant improvement, with increased visitor numbers and enhanced engagement. This growth reflects the effectiveness of our digital marketing strategies and ongoing optimization efforts.

Referring Domains



Our referring domains have seen significant growth, reflecting a robust backlink strategy that strengthens our website's authority and enhances our overall search engine performance.

Overall Performance



"Our overall performance in SEMRUSH demonstrates notable enhancements across key SEO metrics, including increased keyword rankings, a surge in referring domains, and elevated organic traffic. These improvements highlight the success of our comprehensive digital strategy."