

# Infinite IT Solutions Increase Google Ranking For Highett Metal

Highett Metal decided to contact their web design company, Infinite IT Solutions, to see how they could help them.

Highett Metal is a Melbourne based new and scrap metal supplier with close to 50 years experience working in the metal supply industry. With aluminium and brass bars, copper tubing and coils, and a wide range of scrap metals on offer, Highett Metal are well placed to provide customers in a range of industries with everything they need to run. The team prides themselves on their good, honest service and offer same day delivery for all of their products. As one of the few metal suppliers in Australia to have received a Quality Certification, Highett Metal is committed to providing their clients with the very best in products and customer service.

After finding that their website, attractive as it was, just wasn't attracting the visitors that they wanted, Highett Metal decided to contact their web design company, Infinite IT Solutions, to see how they could help them. It was quickly brought to the attention of the team at Highett Metal that search engine optimisation (SEO) was the way to go, and they quickly signed up for a package. The overall aim of the SEO strategy is to improve these search engine rankings for the Highett Metal website, which should, in turn, increase the amount of traffic being driven to the site.

The creative content writing team at Infinite IT Solutions quickly set to work implementing an effective SEO strategy for Highett Metal, and it wasn't long before their efforts were beginning to pay off. Now, when you type in the primary keywords for Highett Metal, you are likely to find the website on the first page. Typing in "brass", for example, will place Highett Metal in the number 3 position (a fantastic result), whereas typing in "copper" will place them at number 6 (lower, but still well within the top 10). Even typing in "scrap", "scrap metal" and "metal" will bring Highett Metal up in the Google Maps results, which are placed close to the top of the first page. Not only does this increase the exposure for the company, it proves that their location based SEO strategy is working. Overall, these results are fantastic for Highett Metal and the team cannot wait to see them improve further.

Infinite IT Solutions is a Melbourne based web design and online marketing company that offers a range of services that are targeted at improving anyone's online presence. With over 10 years experience in the industry, you can rest assured that the knowledgeable team knows what they are talking about. From content writing and SEO Melbourne, to graphic design and photography, the experienced and creative team at Infinite IT is dedicated to providing their clients with the very best in online and customer service.

## Contacts

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