

Engineering Precision Meets Digital Performance: How Savannah Tank Achieved 3X Growth Through Strategic SEO

The objective was to transform Savannah Tank's digital presence into a high-performing lead generation engine and driving consistent, qualified inbound inquiries.

Services Offered - Website Strategy | SEO | AEO | Website Management



Savannah Tank and Equipment is one of the premier manufacturers of custom, above ground tanks, pressure vessels, and process equipment in the Southeast, USA.



Challenges

- **Limited SEO Maturity Despite Strong Industry Reputation:** Savannah Tank, a leading U.S.-based manufacturer of custom tanks and pressure vessels, had strong offline credibility but lacked equivalent digital authority.
- **Overdependence on Branded Search Visibility:** With 77% search visibility tied to branded keywords, the website struggled to capture new, non-branded demand.
- **Geographic Limitation in Digital Targeting Despite Nationwide Service Capability:** While Savannah Tank operates in Georgia, it serves clients across the U.S. However, the website's content and SEO structure were primarily localized around Georgia, limiting visibility in high-potential markets across other states in the U.S.
- **Weak Backlink Profile With Toxicity Concerns:** Low Domain Authority (DA 25) and a high toxic backlink score restricted organic growth potential.

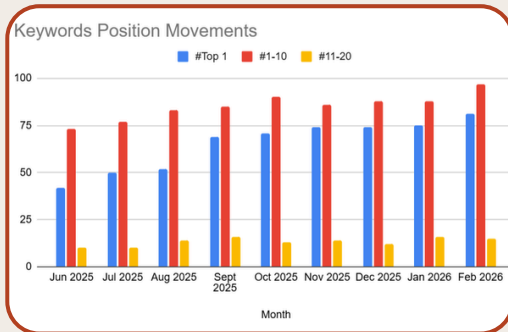
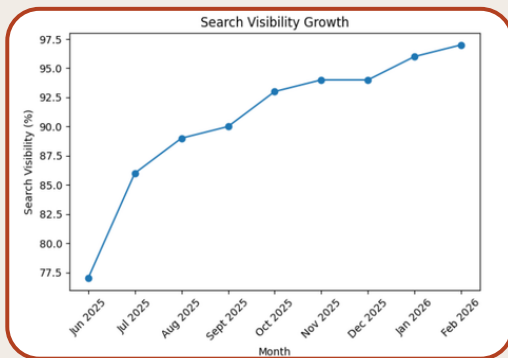


Solutions

- **Conversion-Focused Website Redesign:** We helped the client transition from a static website to a conversion-focused digital platform. It involved re-architecting the website for better UX and navigation, Improved information architecture, location-based pages and SEO-friendly structure.
- **Regional SEO Expansion Strategy:** Designed a location-based SEO strategy targeting the Southeast U.S. region. Created dedicated, optimized location pages for key states and cities across the Southeast (beyond Georgia). Structured content to target region-specific and city-level search intent, enabling visibility for broader non-branded queries.



- **Technical SEO & Site Health Optimization:**
 - Executed a consistent high-quality backlink acquisition strategy
 - Conducted competitor backlink analysis
 - Disavowed toxic links to improve domain health
 - Secured 2,000+ high-authority backlinks
- **AI SEO / AEO Readiness:**
 - Optimized content for both:
 - o Traditional search engines
 - o AI-driven discovery (AI Overviews & LLM visibility)
 - Enabled steady growth in AI Overview result appearances



Results

Nearly

3x Increase in Business Leads / Conversions

2x Growth in Organic traffic

100+ Keywords in first page ranking in Google with **80+** keywords in **#1** position

20+ Keywords in AI visibility and recommendations



“We always had the capability to serve clients across the U.S., but our digital presence didn’t reflect that. Brandconn helped reposition us from a local manufacturer to a regional leader across the Southeast. **Their structured SEO and content strategy has significantly improved our visibility, rankings, and inbound opportunities.**”

Mr. David Onachilla
President, Savannah Tank and Equipment Corporation

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