SEO Consulting Services Overview
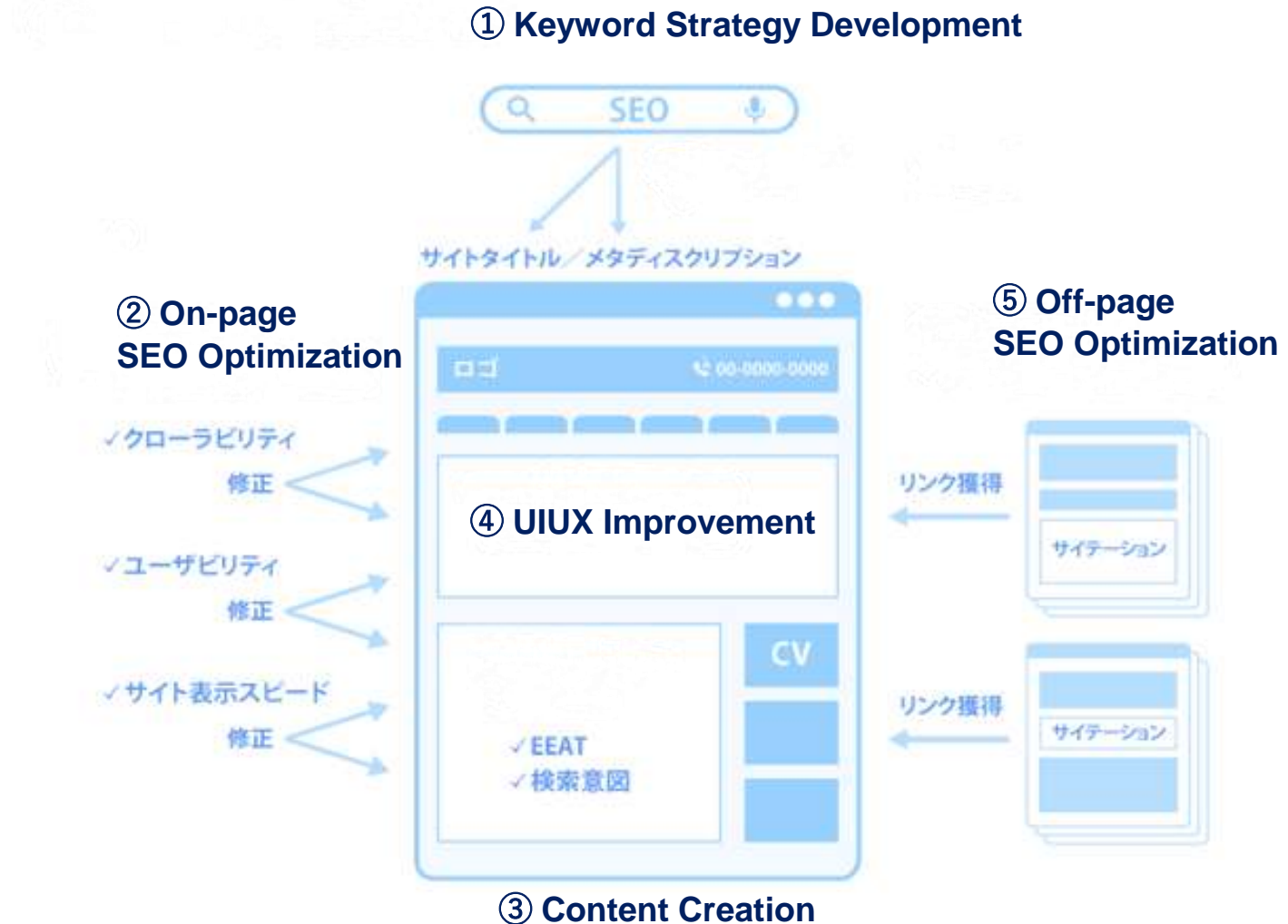
SEO Consulting Scope

SEOmaker

Key SEO Actions for Ranking Improvement

We provide SEO consulting that covers all five essential points.

Effective search engine optimization (SEO) requires addressing all five components (① to ⑤). Among them, ② **On-Page SEO** and ⑤ **Off-Page SEO** are particularly critical.

To improve search rankings, it is essential to implement both **on-page strategies** (such as technical SEO, content SEO, and SXO) and **off-page strategies** (such as link building and citation acquisition).

A well-balanced approach to SEO is the most efficient path to success.

① Keyword Strategy Development

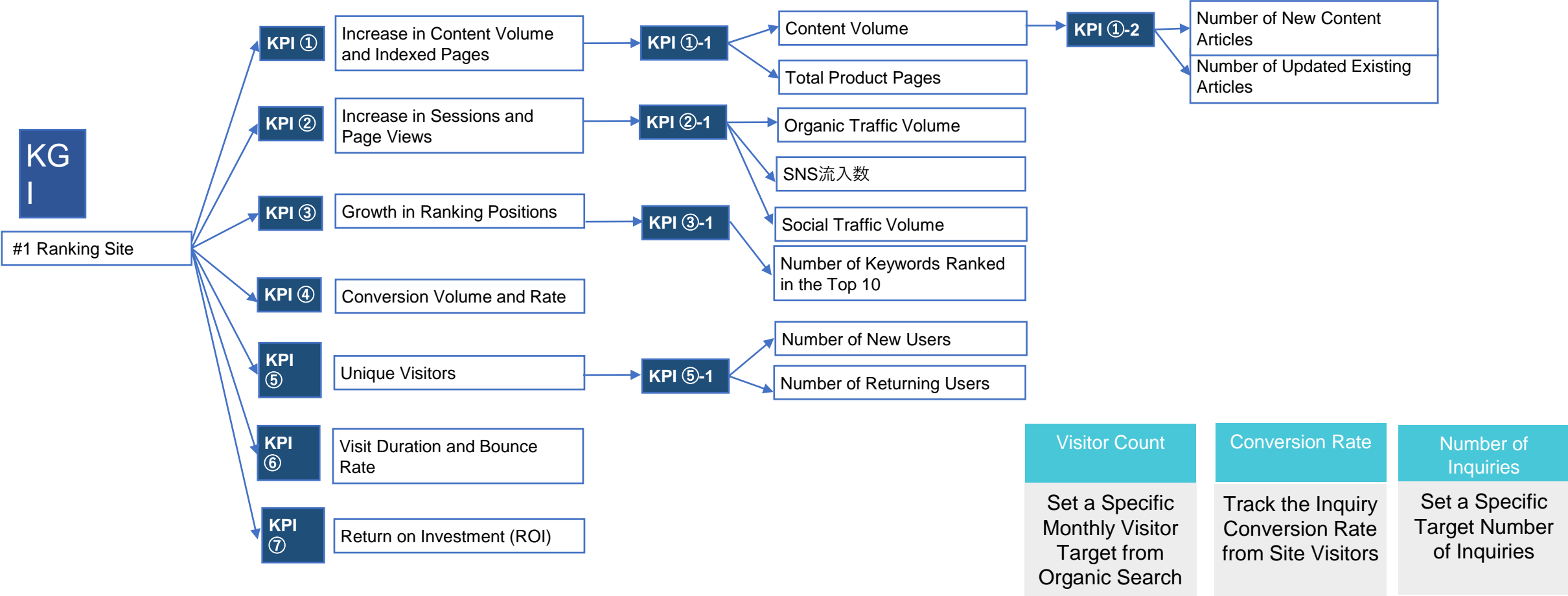Q SEO 🎤

サイトタイトル／メタディスクリプション

**② On-page
SEO Optimization**

**⑤ Off-page
SEO Optimization**

ロゴ 📞 00-0000-0000

✓クローラビリティ
修正

✓ユーザビリティ
修正

✓サイト表示スピード
修正

④ UIUX Improvement

CV

✓EEAT
✓検索意図

リンク獲得
サイテーション

リンク獲得
サイテーション

③ Content Creation

【Analysis & Diagnostic Process】

要件定義　現状分析　改善案策定

【Operational Phase】

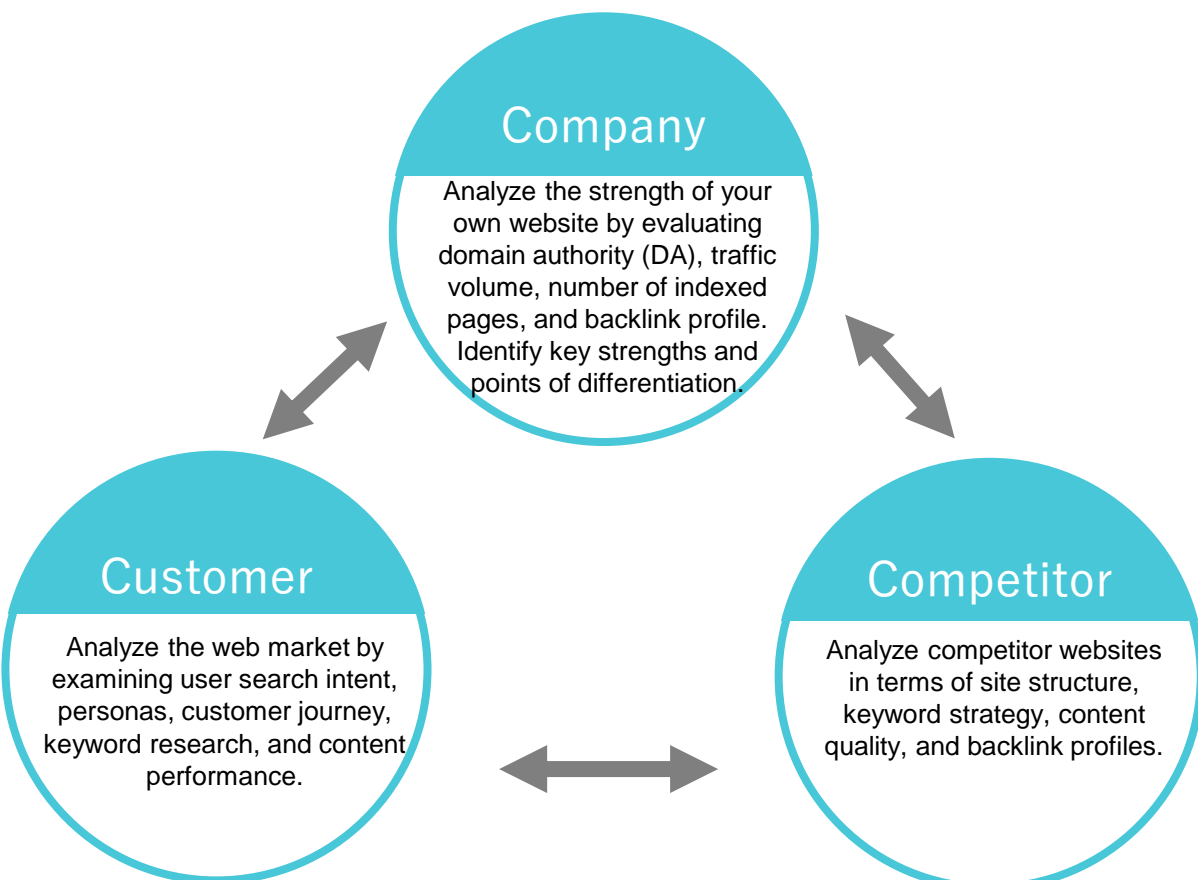改善実施　効果検証　定期プランニング

Requirement Definition	Kick-Off Meeting Project Goal Setting KPI Confirmation
Current Situation Analysis	Website Audit Competitor Analysis Traffic Analysis Keyword Analysis SEO Audit
Creating an Improvement Strategy	Improvement Planning Action Planning
Implementation of Improvements	Implementation of SEO Improvement Plan
Performance Evaluation	Rank Tracking SEO Performance Review
Regular Planning	Regular SEO Strategy Review

KPI Setting

Following the start of implementation, we will conduct online meetings to finalize the details and define KPIs for each area. Below are the main KPIs we anticipate setting.

KGI

#1 Ranking Site

KPI ① — Increase in Content Volume and Indexed Pages
KPI ①-1 — Content Volume / Total Product Pages
KPI ①-2 — Number of New Content Articles / Number of Updated Existing Articles

KPI ② — Increase in Sessions and Page Views
KPI ②-1 — Organic Traffic Volume / SNS流入数 / Social Traffic Volume

KPI ③ — Growth in Ranking Positions
KPI ③-1 — Number of Keywords Ranked in the Top 10

KPI ④ — Conversion Volume and Rate

KPI ⑤ — Unique Visitors
KPI ⑤-1 — Number of New Users / Number of Returning Users

KPI ⑥ — Visit Duration and Bounce Rate

KPI ⑦ — Return on Investment (ROI)

Visitor Count	Conversion Rate	Number of Inquiries
Set a Specific Monthly Visitor Target from Organic Search	Track the Inquiry Conversion Rate from Site Visitors	Set a Specific Target Number of Inquiries

3C Analysis in SEO

Company

Analyze the strength of your own website by evaluating domain authority (DA), traffic volume, number of indexed pages, and backlink profile. Identify key strengths and points of differentiation.

Customer

Analyze the web market by examining user search intent, personas, customer journey, keyword research, and content performance.

Competitor

Analyze competitor websites in terms of site structure, keyword strategy, content quality, and backlink profiles.

Persona Design

To gain a deeper understanding of your services, we will create and share user personas. We will conduct interviews to gather insights about your past and current customers in order to define these personas effectively.

By fully understanding your customer services, we will develop a keyword strategy that identifies which terms should rank highly to drive conversions and increase revenue.

Customer Journey Map

To better understand your customers, we will create a Customer Journey Map.

▶This will involve organizing user behaviors and points of contact throughout their experience.
　１．Clarify the user's emotions and questions
　２．Identify the "when" — key phases in the decision-making process
　３．Identify the "where" — locations and channels of interaction
　４．Explore the "why" — motivations behind user behavior
　５．Define the "what" — specific touchpoints across the journey
　６．Examine the "how" — appropriate methods of engagement

Complete On-Page SEO Strategy

Details of the Complete On-Page SEO Optimization Plan are as follows:

- Keyword Strategy Development

- Technical SEO Audit Report

- On-Site Audit Report (Basic & Advanced – Aligned with the Latest Google Algorithm)

- Content SEO Guidance (Including Persona and Customer Journey Mapping)

- SEO Consulting

- Web Analytics

	Key Features	Sample Fix Items			
On-Site SEO Audit Report (Basic Edition)	A basic internal SEO diagnostic report outlining the key corrections needed to improve rankings. The report will be provided as both a PDF document and an Excel spreadsheet.	Title	Meta Description	H Tag	Language Settings
		Alt attribute	Internal Link	Duplicate Content Audit	Directory
Technical SEO Audit & Fix Report	Once keyword optimization is complete, we proceed with technical corrections, including optimization of URL structure and structured data.	Structured Data	Broken Link	Core web vital	Source Code
		EFO Improvement	CTA Optimization	HTTPステータス	HTTP Status Code
On-Site SEO Audit Report (Advanced Edition)	We create a correction guideline based on insights from the Google API content repository, selecting only positively evaluated strategies identified through our internal research.	Author Attribute	Content Issues	Page speed	Date Update
		Text Font	UI/UX Issues	Response to Google Core Update	Helpful contents update
Content SEO Guidelines	We will provide detailed documentation on content SEO practices and conduct an online lecture. In-house implementation is also possible upon request.	Persona	Customer Journey	SEO Writing Best Practices	Direction
		Writer Assignment	Content SEO	Search Intent	SEO Structure

Keyword Strategy Development

Keyword Selection

We develop a phased keyword strategy to determine which keywords to target at each stage.

We will identify all keywords targeted by your competitors, as well as those associated with your own website, to build a comprehensive keyword map.
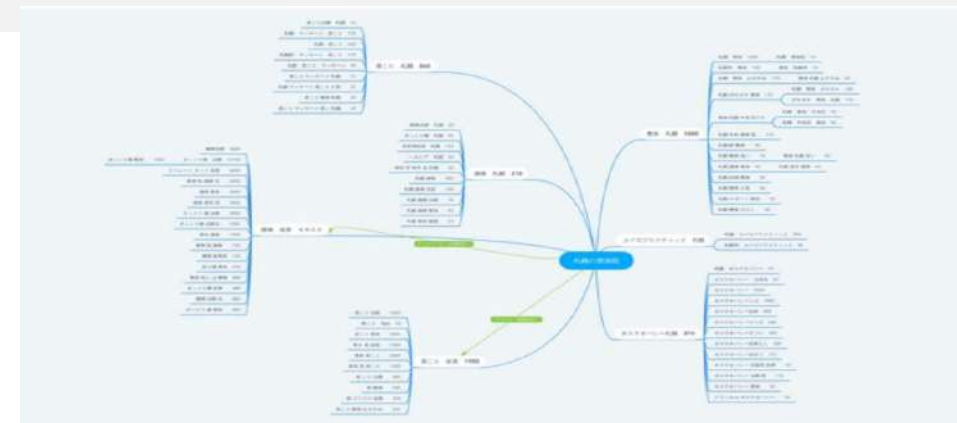
We will develop a comprehensive SEO strategy tailored for your website from the ground up.

Using various marketing tools, we will define keyword strategies across Phases 1 to 4, covering a full range of high-volume (head), mid-volume (middle), and long-tail keywords to maximize search visibility and user intent alignment.

［Example］

オフィス　野菜

オフィスで野菜

野菜　オフィス

西洋野菜

etc.

Categorizing Keyword Types

User search terms are referred to as **search queries**, and they can be classified into three main types:

1. Navigational Queries – Branded or specific name-based searches
2. Transactional Queries – Keywords indicating purchase intent
3. Informational Queries – Keywords used by users seeking information only

Among these, **navigational queries** tend to lead to the highest conversion rates, as users are actively searching for a specific brand or service.**Transactional queries** follow, as they reflect strong buying intent. **Informational queries**, while useful for attracting top-of-funnel traffic, usually involve users who are not ready to convert immediately.。

In SEO, it's important to identify and address all three query types strategically to maximize performance across the user journey.

リード獲得経路

明確層
（このサービスが使いたい）　　　ナビゲーションクエリ

顕在層
（悩みを解決したい）　　　トランザクションクエリ

準顕在層
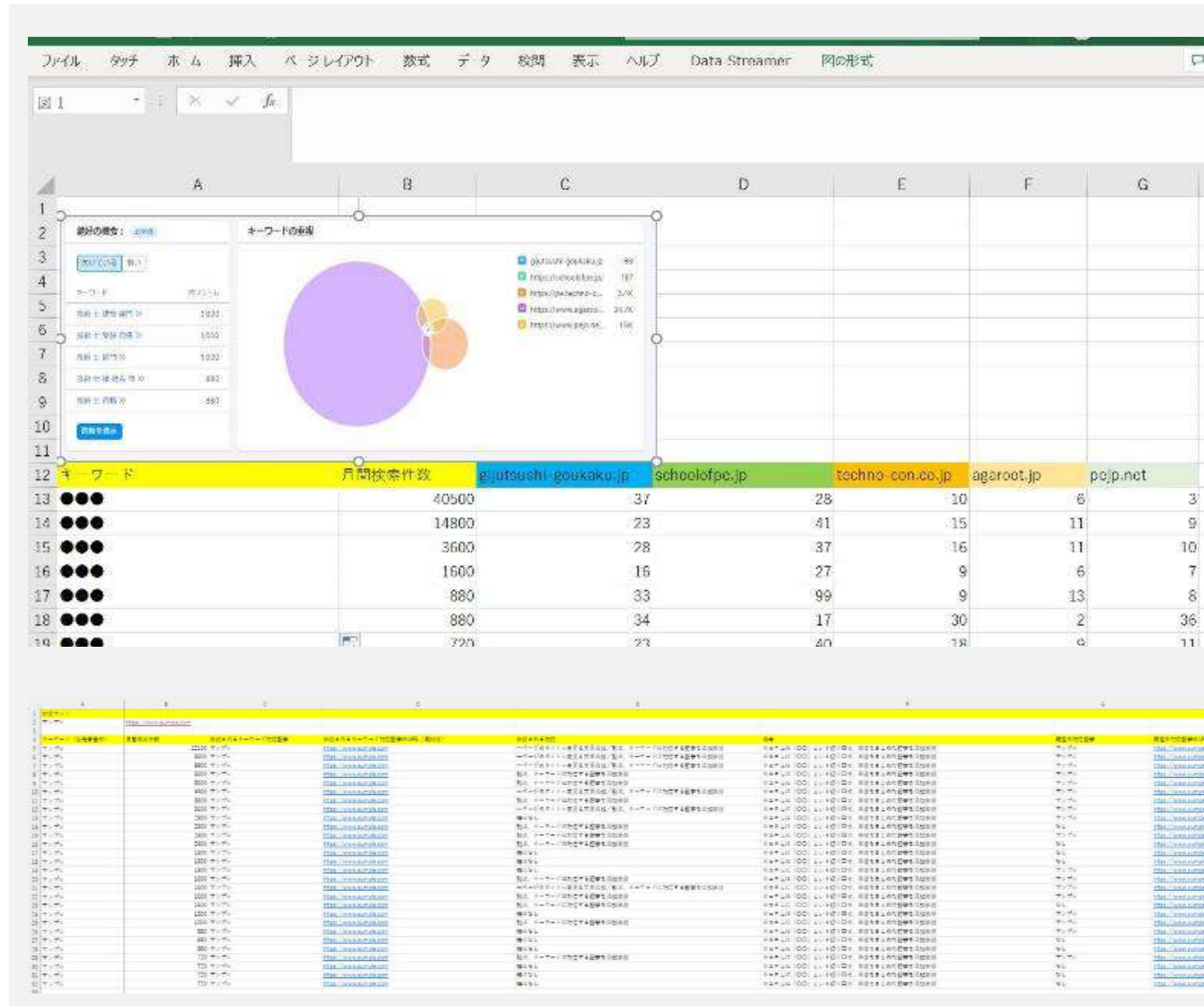（漠然と悩みがある）　　　インフォメーションクエリ

潜在層
（これから悩みが発生する）
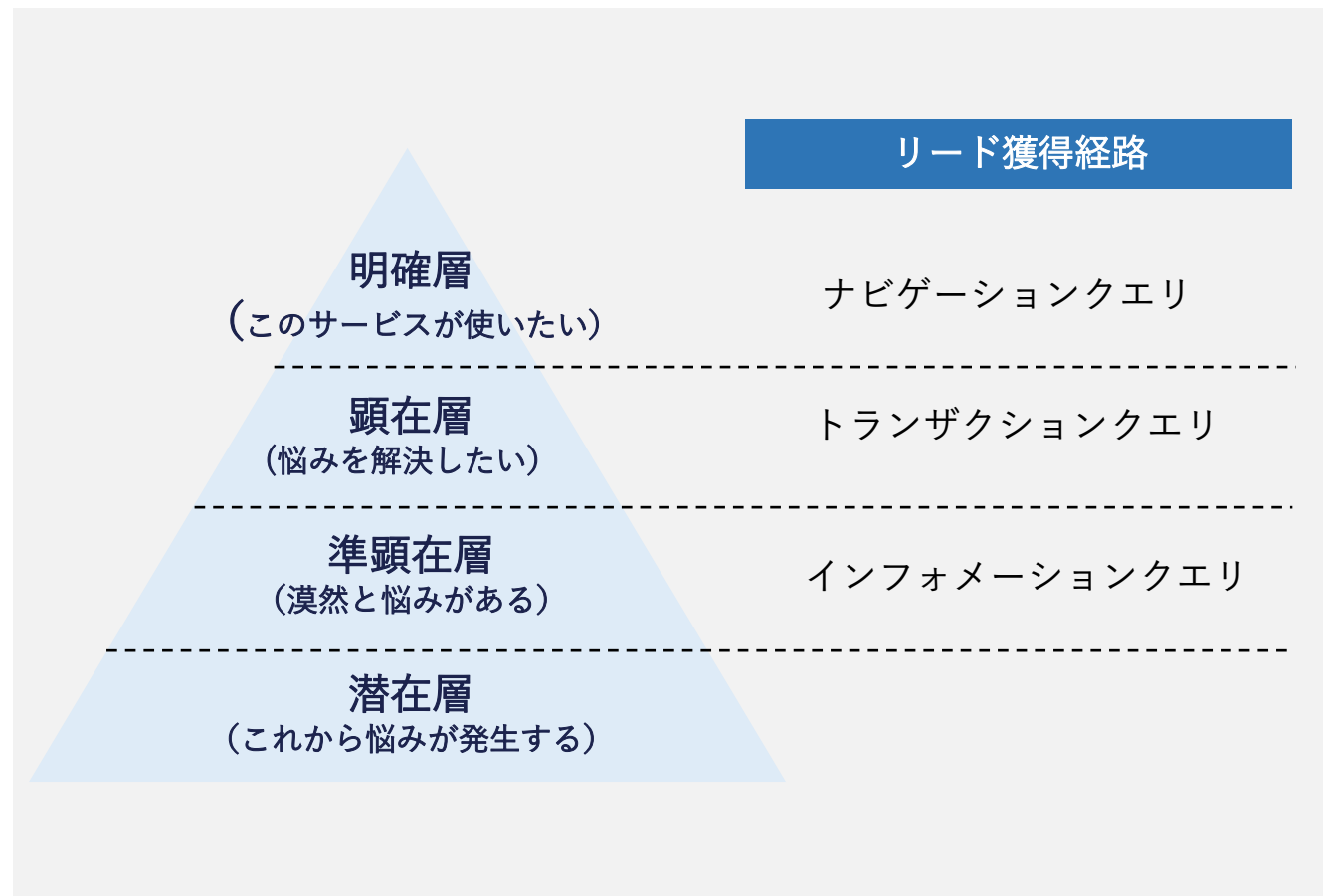
Competitor Comparison

We conduct a comparison with your key competitors.

This includes identifying keywords for which your competitors rank but your site does not.
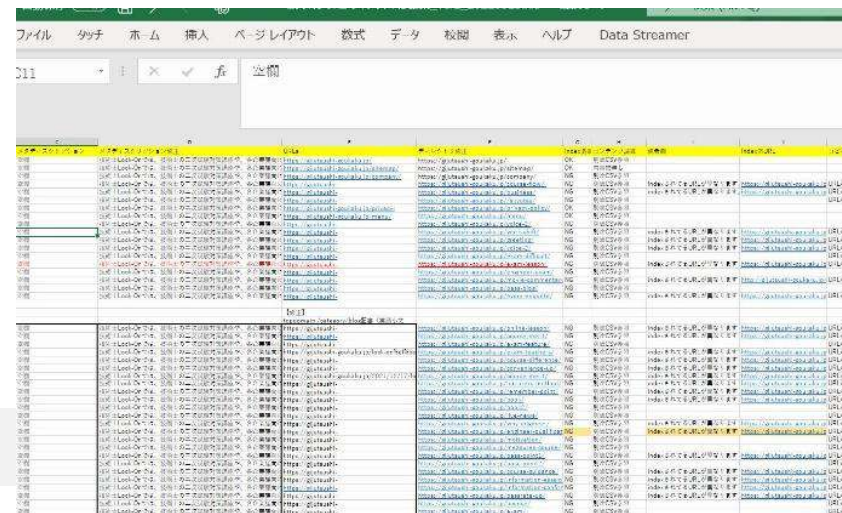
By benchmarking against approximately four competitor websites, we visualize the gaps and uncover areas for improvement.

Technical SEO Audit Report

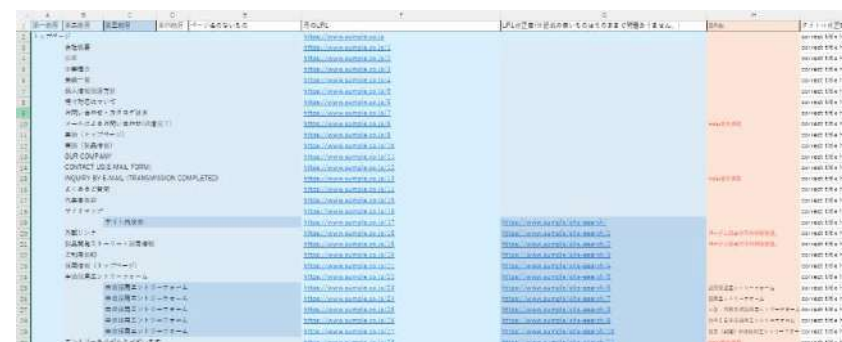We will deliver the report in either Excel or Google Sheets format.

Technical Fixes	Parameter
UX Pagination	Site Speed
Structured Data	Source Code
Broken Link	EFO Optimization

We will conduct an internal site review and provide a comprehensive report including the following:
• Extraction of all page URLs
• Creation of a sitemap
• Review of URL directory structure, along with proposed corrections and improvement suggestions
• Identification of 404 Not Found pages and pages with no meaningful content
    → If found, we will recommend removal
• Guidance on updating URLs for blogs and columns, including key points and methods
All findings and recommendations will be summarized in a detailed report.

Internal Optimization Report

The deliverables will be provided in PDF format.

For each of the items listed below, we will compile specific correction instructions, which we expect your production team to implement.

As each website has different issues, the instructions will be customized to reflect the specific conditions and requirements of your site.

Title	Meta Description
H Tag	Alt Attribute
Internal Links	Column
UI（Basic Level）	Duplicate Issues
Directory	Site Issues

We will prepare a recommendation document based on insights from the Google API content repository.

Informed by our internal research, we will exclude any elements that may lead to negative evaluations and include only those that are considered to have a positive impact.

Author Meta Tag	Correction of Mismatches Between Links and Destination Content
Recommendations Based on Page Speed Insights	Maintaining Originality in Short-Form Content
Date Update	UX Issues
Test Font	Response to the Helpful Content Update
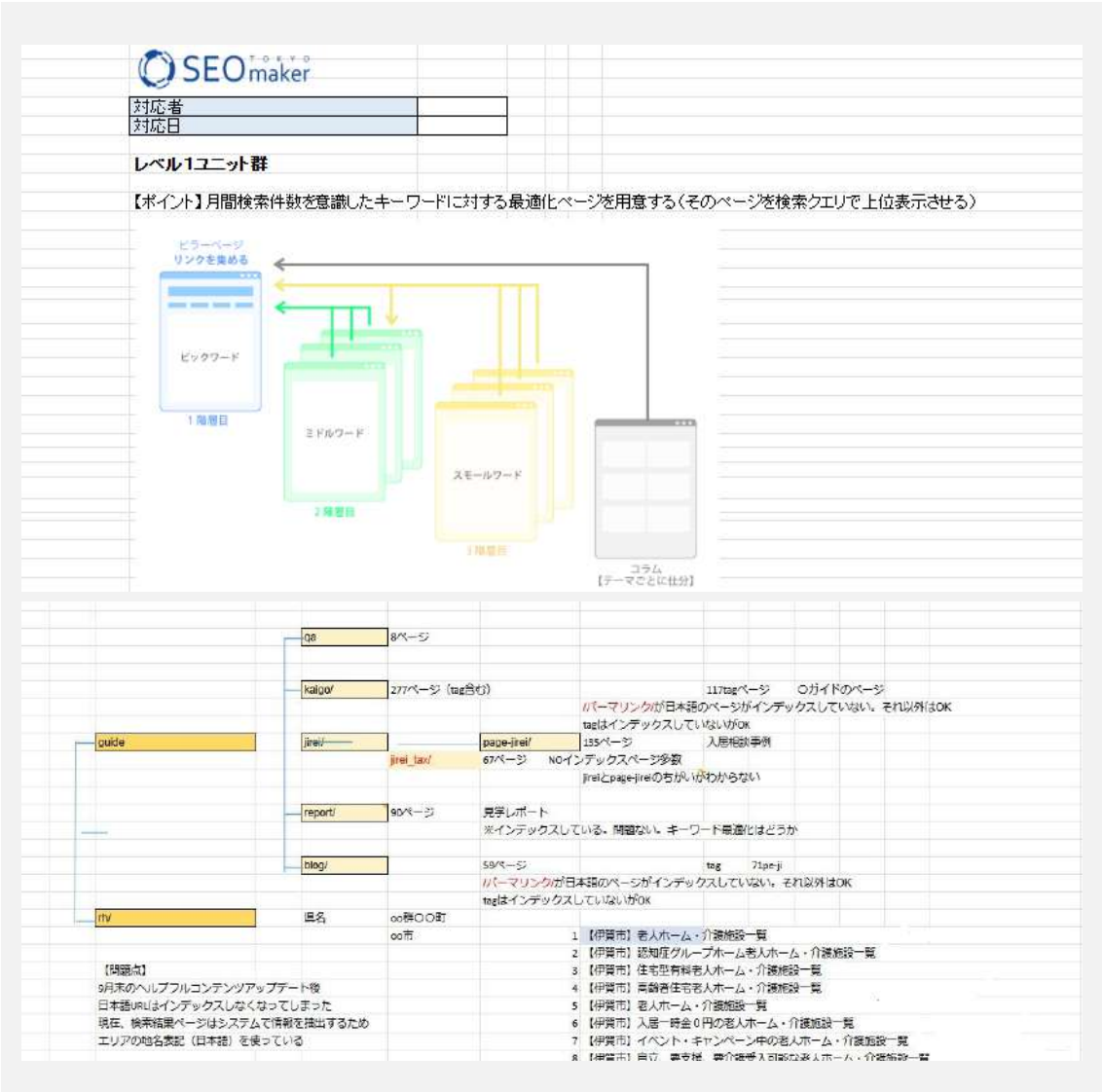
Content SEO Guidelines

Our Content Director, who oversees our internal content team, will

provide expert guidance on content creation.

This includes everything from building user personas and customer

journeys to structuring effective SEO articles.

Upon request, we can also support your transition to in-house content

production in the future.

How to Create a Persona	Customer Journey
Keyword Optimization Writing Guide	Content Strategies for Higher Search Rankings
Content Direction	Writer Outsourcing Process
#Hashtag Strategy	Content Creation Workflow

Persona Development

To define the target audience of your website, we will create and share detailed personas.
These personas will be based on interviews with your team regarding past and current customers.

Well-developed personas are essential for designing a website that is easy for users to navigate and for creating content that they truly want to read.

- Name, Age, Gender, Education, Occupation, Job Title, Annual Income, Location (including whether they rent or own their home), Marital Status (Married / Unmarried)
- Family Structure (e.g., number of children, cohabiting family members), Hobbies, Daily Routine, Social Media Platforms Used, Devices Used
- Values, Lifestyle, Personal Story, Daily Life Patterns, Needs, and Wants

Customer Journey Design

To deepen our understanding of your customers, we will create a comprehensive customer journey map.

▶This process will organize key user behaviors and points of contact across each stage of the experience.

We will analyze the journey from the following six perspectives:

1. What are they feeling or questioning? – Clarify the user's emotions and concerns

2. When? – Identify the phase or stage in the customer journey

3. Where? – Determine the location or channel of interaction

4. Why? – Understand the user's motivations and intent

5. What? – Examine key touchpoints with your brand

6. How? – Explore the most effective methods of communication and engagement

Ongoing SEO Consulting

We will provide consulting services via online meeting tools such as Google Meet.

Consulting sessions will include:

- Progress updates on SEO initiatives

- Lectures on content SEO strategy

- Q&A and explanations regarding off-page SEO measures

- Sharing monthly ranking reports

- Web analytics reviews

Consulting Details:

- 6-month support period

- One session per month (up to 2 hours each)

※Inquiries via phone and email are accepted at any time.
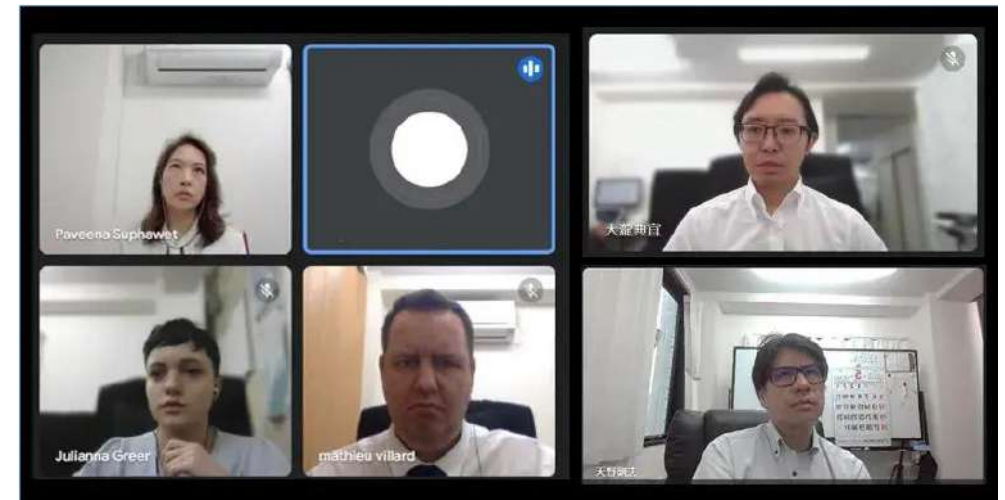
Web Analytic

Web Analytics Report Based on Data Analysis

Our web analytics service provides a comprehensive analysis of your website's current status (diagnostic report) and offers specific improvement strategies (action plan) based on data-driven insights, including customer analysis, channel analysis, and page optimization proposals.

We analyze user behavior to identify key pages for optimization and examine access data to track the journey from initial visits to conversions.

We pinpoint exit pages and areas requiring improvement.

This process helps clarify your strategic direction and prioritize the actions you should take. The analysis results can also be accumulated as part of your company's internal knowledge base, supporting ongoing website operations and future improvements.
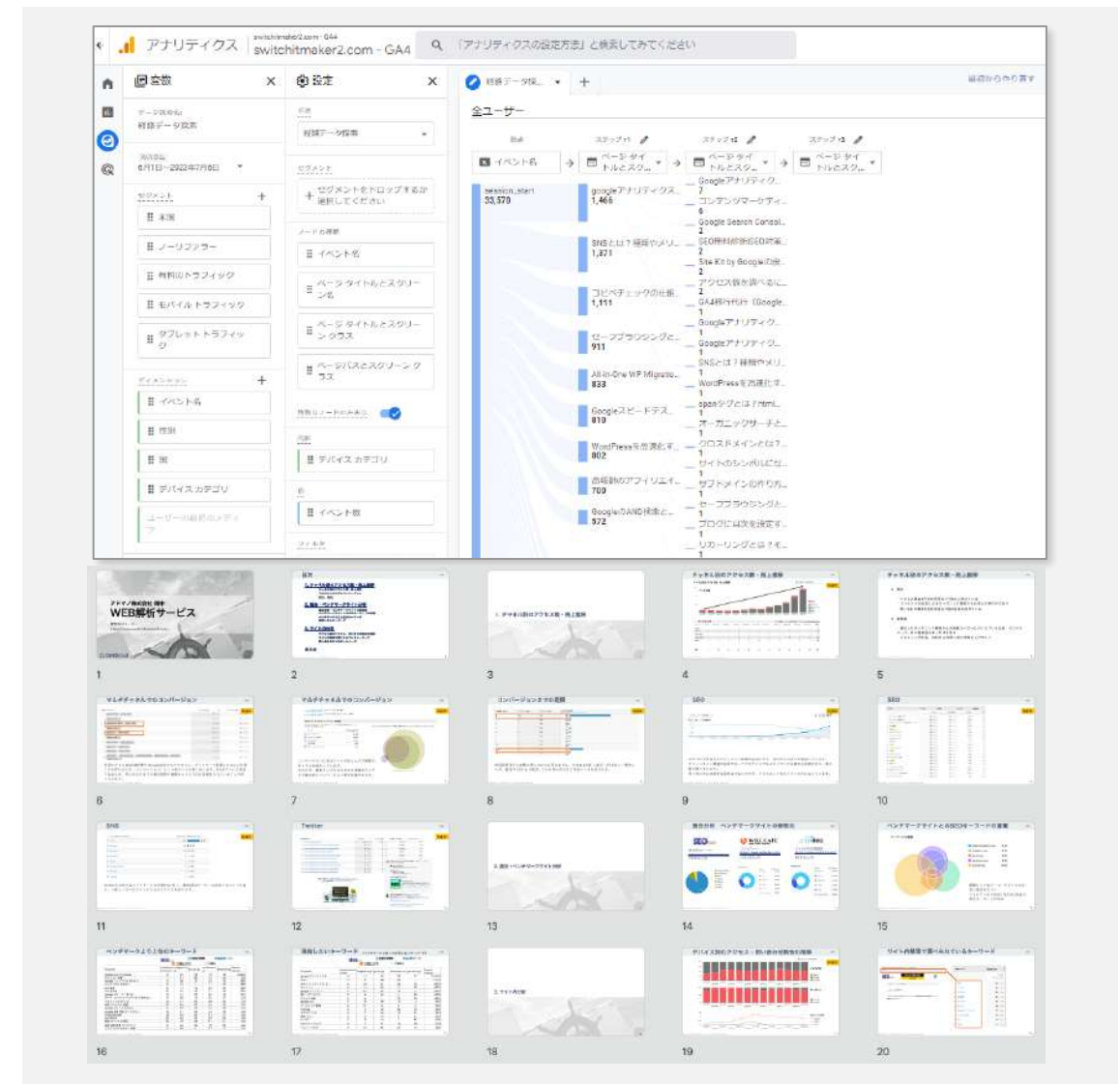
Off- Page SEO Strategy

Obtaining Links from High-Engagement Media Sites
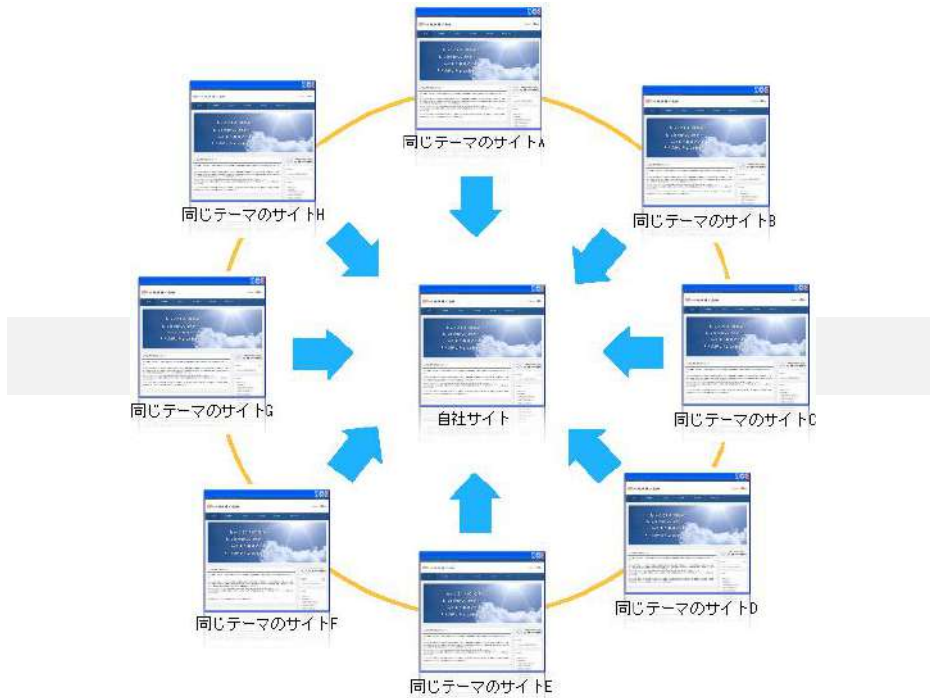
Why These Links Improve Search Rankings

1. Links that pass link juice without rel="nofollow"

In Japan, even when articles are published through paid media placements,

the links are often tagged with rel="nofollow" to prevent the transfer of link juice.

2. Links acquired through collaborative articles placed in content relevant

categories

3. Links acquired through a variety of patterns

4. Links from owned media with high domain authority

5. Links from websites operated by corporations

6. Links from content with the same content relevance

Google has officially acknowledged that external links are a ranking factor.

It's important to carefully evaluate which types of backlinks can lead to penalties and which can help improve rankings.

× **Links to Avoid**:

1. Reciprocal links (such as directory-style link exchanges)

2. Self-created blogs or microsites (e.g., linking from platforms like Hatena Blog)

3. Robot-generated links created for the purpose of manipulating rankings

4. Even natural backlinks can lower rankings if they come from spammy sources (e.g., links from websites with high spam scores)

◎ **Links That Improve Rankings**:

1. Links from websites operated with real users in mind

2. Reference links (non-backlink promotional mentions that serve as citations)

3. Links from pages with highly similar or identical content themes

4. Links from websites hosted on different IP address ranges

5. Links from pages that are properly indexed by Google

6. Links from high-quality content pages with strong editorial value

× Bad site

Good site!

site

site

site

Example Media ＞ Acquiring backlinks from long-established media platforms, we have operated for years
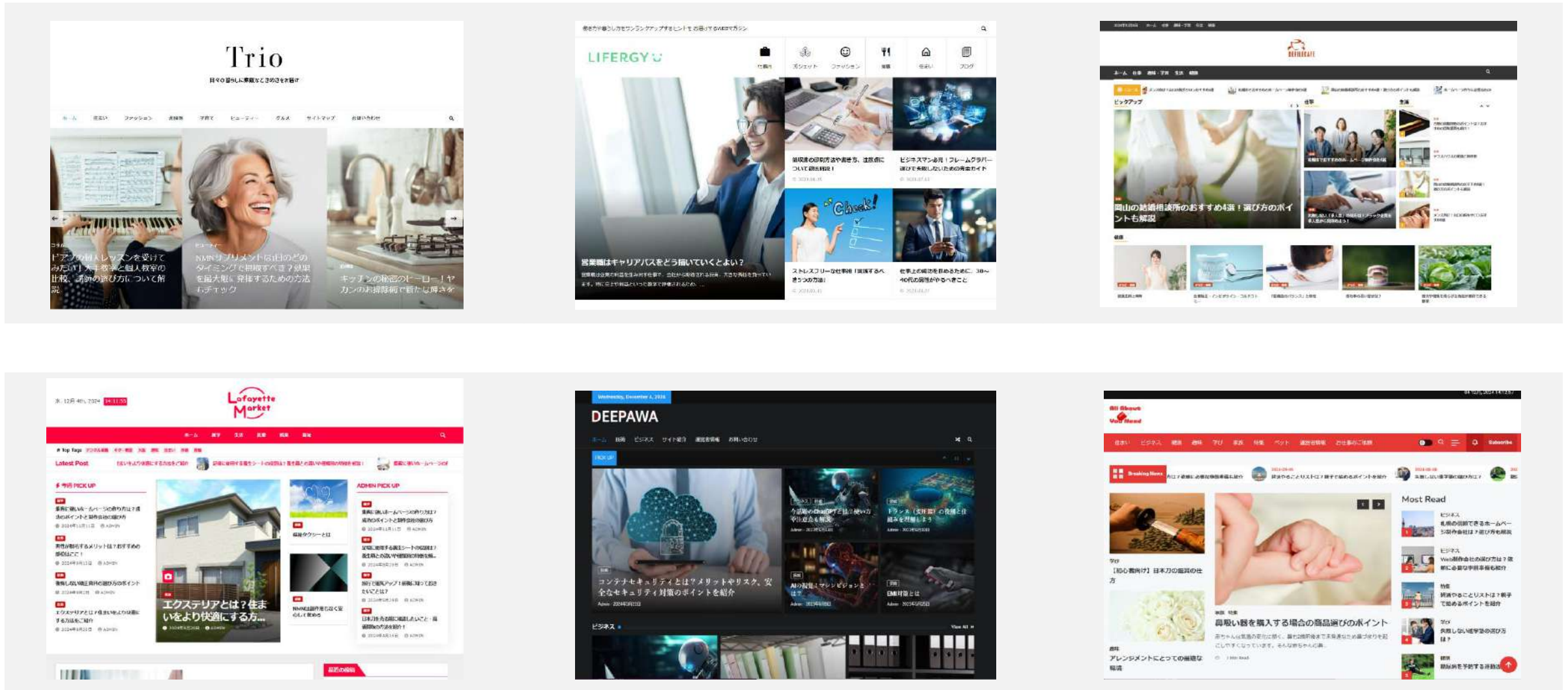
Example of a Niche Original Website ＞ We build theme-relevant, original niche websites for users and acquire backlinks through them.
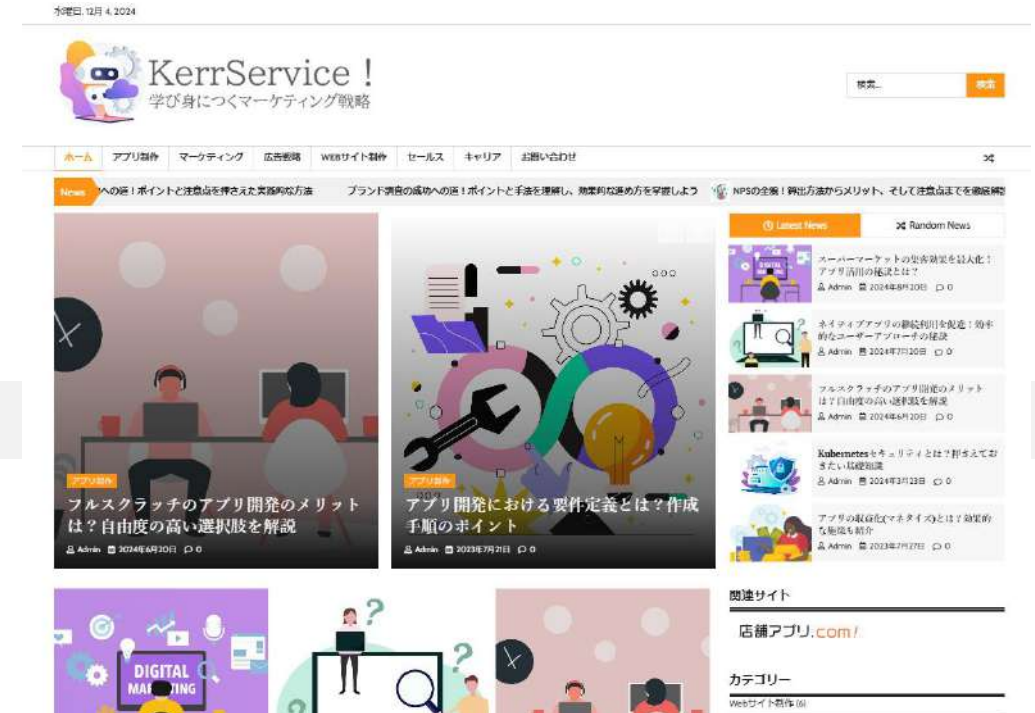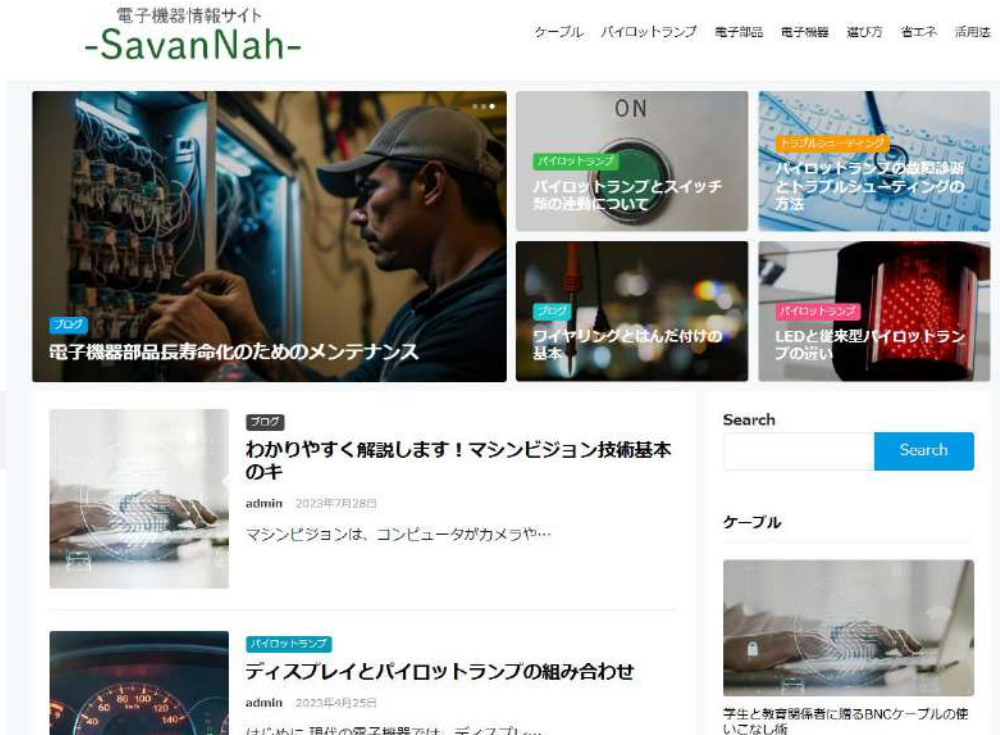
Pricing and Plan Details

SEO maker TOKYO

	On-Page SEO	Off-Page SEO	Pricing
Internal Support Plan（**On-Page SEO only**）	**Initial Consultation & Analysis** We will begin by thoroughly understanding your current situation and challenges to determine the most effective direction for your SEO strategy.	————	Initial Analysis ￥ 550,000 (tax included) ＋ Monthly Fee ￥60,500 (tax included) 6 months ￥913,000 (tax included)
Normal Plan（**On-Page＋Off-Page SEO**）	**Site Audit** We will conduct a comprehensive analysis of your website and competitors to identify key issues that may be impacting performance.	We will publish 15 **original editorial articles** on relevant media platforms to gain backlinks. **KPI:** Achieving top rankings for search queries with approximately 3,000 monthly search volume.	Initial Analysis ￥ 550,000 (tax included) ＋ Monthly Fee ￥110,000 (tax included) 6 months ￥1,210,000 (tax included)
Standard Plan（**On-Page＋Off-Page SEO**）	**ON-Page SEO Recommendations** Based on our findings, we will propose specific fixes to improve your website's on-page performance. 1. Keyword Strategy Development 2. On-Page SEO Diagnostic Report 3. Technical SEO Audit Report 4. Content SEO Guidelines 5. Conversion Rate Optimization (making it easier for users to take action such as inquiries) 6. SEO Lectures & Consulting	We will publish 25 **original editorial articles** on relevant media platforms to gain backlinks. **KPI:** Achieving top rankings for search queries with approximately 10,000 monthly search volume	Initial Analysis ￥ 550,000 (tax included) ＋ Monthly Fee ￥330,000 (tax included) 6 months ￥2,530,000 (tax included)
Premium Plan（**On-Page＋Off-Page SEO**）	**Web Analytics Sessions (2 sessions total)**	We will publish 50 **original editorial articles** on relevant media platforms to gain backlinks. **KPI:** Achieving top rankings for search queries with approximately 40,000 monthly search volume	Initial Analysis ￥ 550,000 (tax included) ＋ Monthly Fee ￥550,000 (tax included) 6 months ￥3,850,000 (tax included)

SEO maker TOKYO

	Per Article	Unit Content
Content SEO Article 【Japanese】	1 article Approx. 3,000 Japanese characters ￥**33,000**　(tax included)	12 articles 1 article Approx. 3,000 Japanese characters ￥**385,000**　(tax included)
Content SEO Article 【English】 **Content SEO Article 【Thai】** **Content SEO Article 【German・French】**	We will create and deliver one 800-words article based on the target keywords proposed in the keyword strategy. This will be a localized SEO article designed to achieve high search engine rankings. 1 article ￥**55,000**　(tax included) YMYL・ Expert-Level Articles 1 article ￥**110,000**　(tax included)～ ※ A detailed quotation will be provided upon request.	We will create 12 articles, each with approximately 1,000 words, based on the target keywords proposed in the keyword strategy. This includes full support for topic clustering to strengthen site structure and internal linking. Implementation details: • For pages already ranking: Content will be enhanced with richer, more comprehensive information. • For pages not yet ranking: New articles will be created and published. 12 articles ￥**635,000**　(tax included)

SEO maker TOKYO

	Pricing
Web Analytics By GAIO – Certified Analyst	One time　**￥200,000** (tax included)
CRO/CVR Optimization（From initial hypothesis → analysis → strategy proposal）	One time　**￥350,000** (tax included)
PPC Campaign Management	Initial Setup　**￥150,000** (tax included) Service Fee　**Ad Management Fee20%**
UI/UX Improvement（Analysis → Strategy Planning）	One time　**￥350,000** (tax included)

Implementation Timeline

Below is an approximate timeline for implementing the planned actions.

Action	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
On-Page SEO	Keyword Strategy Development / On-Page SEO Diagnostic Report / Technical SEO Audit Report					
Off-Page SEO		Link Maintenance				
		5 Links from Original Websites		5 Links from Original Websites		
			5 Links from Medias			
Content SEO		Content Lecture		Content Review	Content Revision	Performance Evaluation
SEO Consulting		Online MTG	Online MTG	Online MTG	Online MTG	Online MTG	Online MTG
			Identifying Issues	Issue Resolution			WEB Analysis

The details will be finalized during the kickoff meeting after the start of the project.

Number of Top-Ranking Keywords

100 Keywords Ranked in the Top 10

80 Keywords Ranked in the Top 10

60 Keywords Ranked in the Top 10

50 Keywords Ranked in the Top 10

20 Keywords Ranked in the Top 10

0 Keywords Ranked in the Top 10

1ヵ月　　3ヵ月　　5ヵ月　　7ヵ月　　9ヵ月　　12ヵ月

—◆—上位表示キーワード数
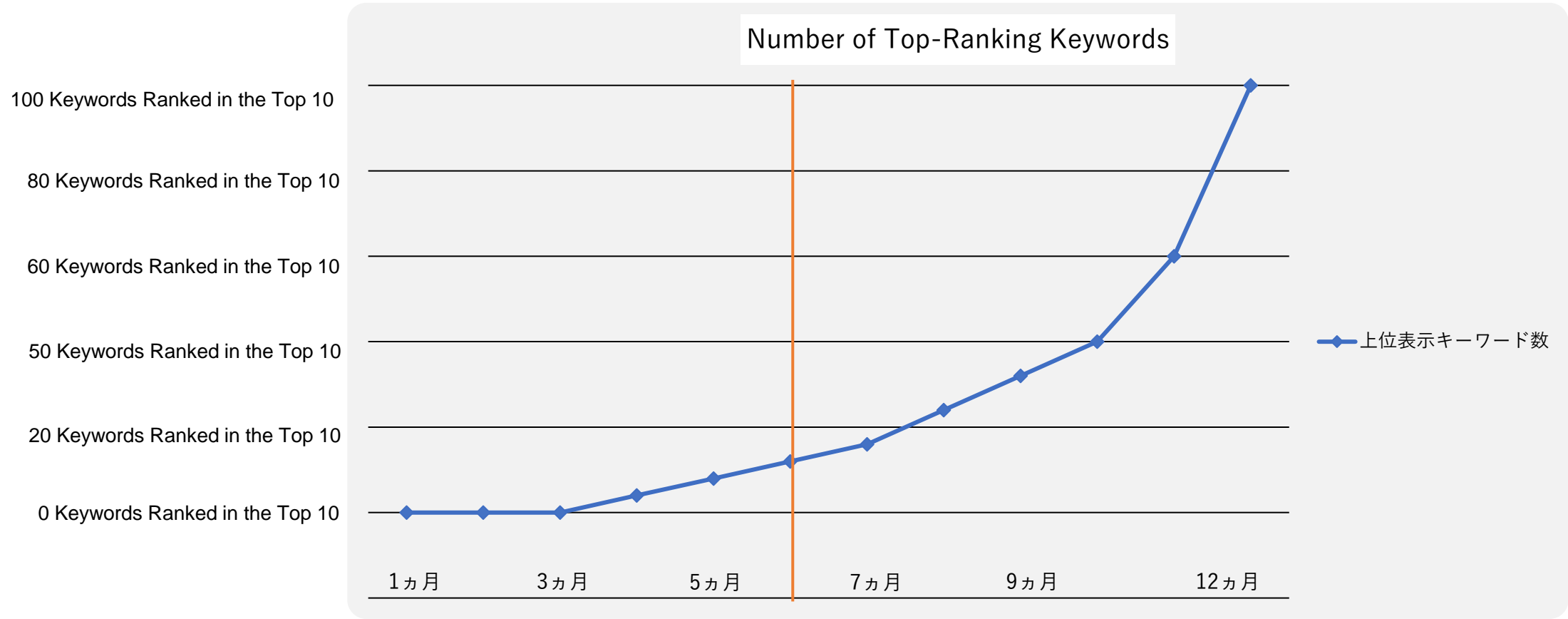
Period	Status
0〜6 Months	Limited results (Foundation-building phase)
6〜12 Months	Rapid performance growth (Harvest phase)

- Achieving results requires close collaboration between your company and ours as partners.
- Strategy alone is not enough; execution is the key, so we will maintain strong communication throughout.

Keyword Strategy Development
- Keyword Analysis
- 3C Analysis

On-Page SEO Review Process Begins
- Start On-Page SEO
- Begin Diagnostic Report

Google API Content Reference Guide
- Begin Adjustment Guide (Latest Algorithm)

Recheck On-Page SEO
- Recheck for Issues in On-Page Optimization

Adjustment Instructions
- Final Issue Identification
- Final Adjustments

Month 1 **Month 2** **Month 3** **Month 4** **Month 5** **Month 6**

Site Assessment
- Investigate any site-related issues, such as internal checks and URL directory structures.

Start Technical SEO Audit Report
- Start Technical Adjustments

Issue Turning
- SEO Optimization Recheck

Ranking Improvement Check
- Check whether the rankings have improved
- Identify reasons if they haven't, and determine whether:
- ✓ Analyze if Competitors Are Outperforming
- ✓ Check for Site-Related Issues

Why Choose Admano ？

Why Clients Choose Admano (Tokyo SEO Maker)

01	**Decades of SEO Research and Unique Methodologies** Through continuous research on the latest Google algorithms and web technologies, we have accumulated proprietary techniques and expertise. Our advanced SEO capabilities are a key unique selling point (USP).	
02	**Professionals Across All Web Marketing Fields** Our team includes experts across all areas of web marketing, including consultants, analysts, directors, writers, and engineers. Each project is assigned a dedicated team of at least three specialists.	
03	**Extensive Track Record in Japan and Overseas** We are committed to delivering the best possible performance at every moment for our clients. As of 2025, we have successfully supported over 2,000 companies both domestically and internationally.	

Company Profile

Corporate Philosophy

Creating Tomorrow through "Altruism" and "Challenge"

We will support the development of as many loving companies
as possible that are active for the world and for people,
and increase altruism, love, and gratitude in the world.

With our distinguished **web marketing knowledge and SEO technology, we are helping more companies reach global standards.**
As a digital marketing company specializing in SEO, we will work with all our customers to achieve success. Our company has accumulated SEO know-how and SEO techniques for ranking in top rankings through years of research and verification of Google algorithms.
By researching America's cutting-edge digital marketing, we provide world-class high-level web marketing. All of our staff members work hard every day to deliver world-class marketing to everyone from Tokyo.

Our Company Introduction

A Digital Marketing Company Specializing in SEO

Tokyo SEO Maker

https://www.switchitmaker2.com/

Maximize your company's revenue with reliable strategic consulting.

- ✓ Supported over **2,500 clients in boosting their web traffic** over 12 years.
- ✓ Accumulated **proprietary expertise** through long-term research on search engine algorithms.
- ✓ Achieved **#1 ranking on Google search for numerous keywords** such as "SEO strategy," "SEO Tokyo," "SEO score," and "popular content, "

maintaining top rankings for years. Secured positions within **the first page for over 600 SEO-related keywords.**

- ✓ Attained high rankings for competitive keywords such as **"SEO approaches"** and **"SEO consulting,"** among others.

Company Details

Site Name	Tokyo SEO Maker (https://www.switchitmaker2.com/)
Company Name	Admano Co.,Ltd (https://admano.co.jp/)
Company Registration No.	0115-01-017825
Establish	July 11, 2012
Founder	Takeshi Amano
Capital	10,000,000円
TEL	03-5981-9788 03-5980-8022
FAX	03-5980-9170
Address	1-14-7 Sugamo, Toshima-ku, Tokyo, Aoba Building 7F
US Office	2570 North First Street 2nd Floor PMB #Sj2-531 San Jose, CA 95131
France Office	2, Impasse les Coteaux de Barbière 26130 Saint-Paul-Trois-Châteaux France
Thai Office	257/76 Soi Pracha Chuen 30, Wong Sawang, Bang Sue, Bangkok 10800
Business Operations	Search Engine Optimization (SEM & SEO) / Web Development / System Development / Web Marketing / Internet Advertising Services
Banking Information	Johoku Credit Union Komagome Branch	Sugamo Credit Union Main Office Business Department	Mizuho Bank Ikebukuro Brance

|

Local Consultant

CEO
SEO Consultant
Takeshi Amano

He is a marketing expert holding a GAIQ. After graduating from Nihon University's Faculty of Law, he broadened his international perspective and language skills through extensive travel in Australia, Italy, France, Thailand, Cambodia, and a year-and-a-half-long stay in the UK. Before founding Admano in 2012, he gained 12 years of valuable sales experience in an advertising agency.

Web Analyst
SEO Consultant
Ayaka Kuragami

SEO consultant and web analyst, backed by extensive experience in web production. Starting her career as a coder, she developed expertise in UI/UX design and analytics. Her transition to an SEO consultant and web analyst was driven by her diverse experiences in website creation, enabling her to develop specialized strategies for our clients.

Web Marketer
SEO Consultant
Noriyoshi Otaki

A specialist involved in advertising operations and recruitment support for many years. Holder of Google Analytics Individual Qualification GAIQ. Worked in an advertising agency for 20 years, supporting various advertising contents, mainly in the recruitment field, as a marketer. After joining Admano, responsible primarily for job site SEO and owned media strategic planning consultation.

Global Consultant Team

Web Consultant & Web Analyst
Paveena Suphawet

Responsible for：English、Thai

A trilingual professional in English, Thai, and Japanese, she has numerous achievements in international SEO. She studied the latest IT technologies at Assumption International University, Thailand, and majored in International Business at the University of Greenwich, UK. After She worked at ExxonMobil's in Thai, she became a member of Admano.

SEO Consultant
Greer Julianna Hope

Responsible for：English

Experienced Native English-speaking Copywriter and Marketing Expert skilled in crafting compelling content, implementing effective marketing strategies. Proficient in American SEO techniques and website design. Dedicated to maximizing brand impact and optimizing online presence. Graduated from New Media Communications. New media is any media that are delivered digitally. Earning a degree make me an excellent way to develop a wide array of skills to work in media and technology across many industries

SEO Consultant
Mathieu,Julien VILLARD

Responsible for：France

Graduated from the Department of Japanese Studies at the University of Grenoble in France, obtained a Brevet de technicien supérieur MCO (Management of Commercial Operations), and a Diplôme Européen d'Études Supérieures en Marketing (European Diploma in Advanced Marketing Studies). Currently responsible for Japanese public relations in the nuclear industry at a French company, with deep knowledge of Japanese culture and history. Skilled in coding and technical SEO. Active as a representative at Admano's French branch.

※ Support Members：Chinese/Victoria　German/Katrin　Spain/Sakura

Support Staff

Content Director and Writer
（German and English）
Preusler Katrin Sophie

After arriving in Japan, she taught German at a university before working at an international patent office and later joining ADMANO. As part of the global content team, she primarily oversees English and German content for European markets. She excels in creating content leveraging her native expertise.

SEO Support・Content Director
Noa Yoshida

After joining the company as a new graduate, she began her career as an SEO support staff member. She primarily handles content direction and provides backup for technical SEO tasks. Her strengths include strategic proposals based on data analysis and competitor research, as well as flexible responses tailored to client needs. She stays updated on the latest SEO trends and supports the team to ensure smooth operations.

SEO Support ・WEB Creator
Nobora Marajima

Responsible for web production and development. He identifies technical SEO issues on clients' websites and implements prompt and accurate fixes. By improving site speed, optimizing mobile responsiveness, and adjusting internal link structures, he enhances SEO performance from a technical perspective. Through high-quality web development, he contributes to achieving clients' business goals.
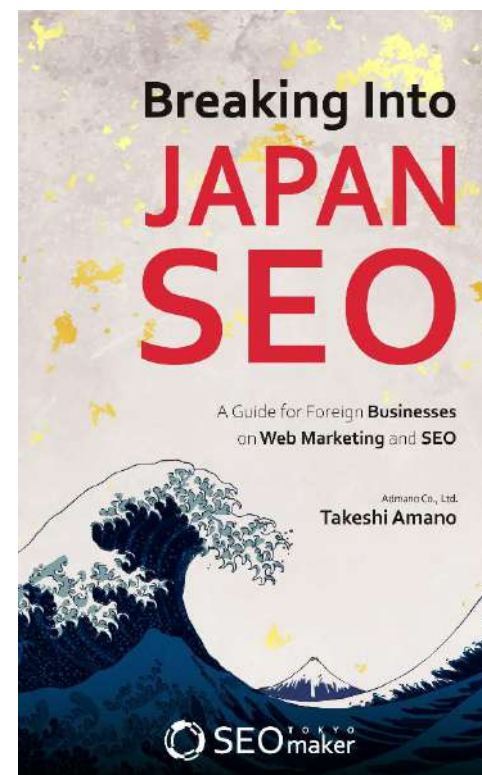
Examples of Clients

Example of Domestic Client Companies

Example of Global Client Companies

Introducing Our Book

▶You can read it with an Amazon Kindle Unlimited subscription.

Domestic SEO Case Studies

https://components.omron.com/jp-ja/

Google US
Google Ranking Recovery

Achieved ranking recovery through comprehensive multilingual SEO consulting for websites targeting Japan, the U.S., Asia, and Europe.

| Problem Background	Implemented Measures	Results After Implementation
• Problem with language settings on the multilingual websites • Duplicate content issues • SEO technical problems • Drop in search rankings	• Internal Site Audit • External Site Audit • Technical SEO Diagnostic Report • Penalty Issue Correction Guidelines • Internal SEO Correction Report	We resolved the site's overall issues and technical challenges. As a result, the number of daily impressions, which had been stagnating at around 500 per day, increased to over 10,000 impressions per day within three months.

https://eikokuya.co.jp/
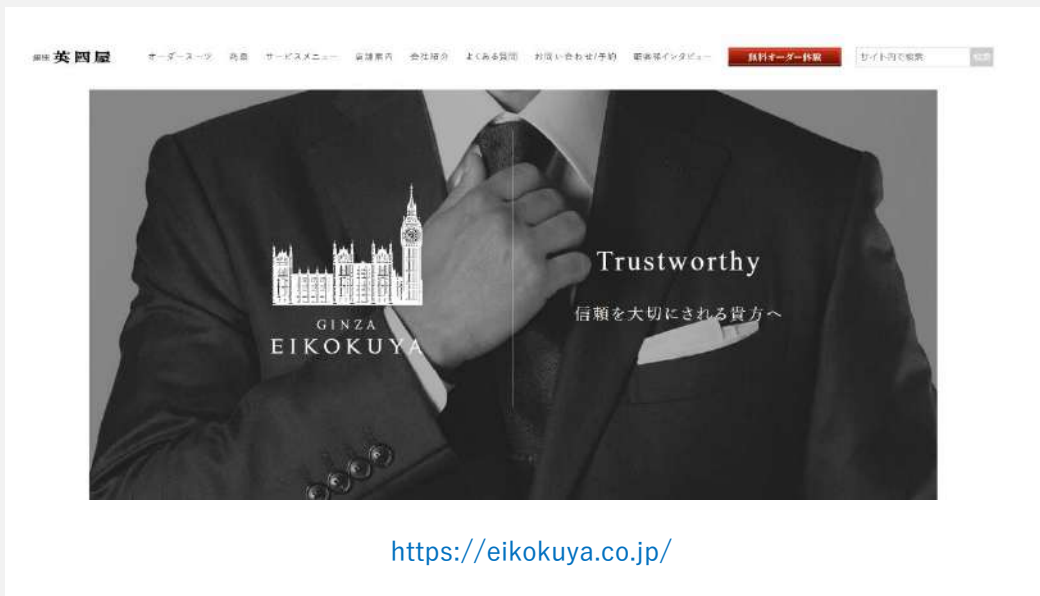
Previously unranked keywords are now ranking on Google.

"フルオーダースーツ" → Rank 1
"オーダースーツ" → Rank 10
"オーダースーツ 東京" → Rank 1
"ゼニアスーツ" → Rank 7
"高級スーツ" → Rank 15
"スーツ 銀座" → Rank 3

As of December 1, 2024

Problem Background	Implemented Measures	Results After Implementation
• We want to attract more customers through SEO. • We aim to implement content SEO in-house. • We would like training for our content writers. • We are planning to renew/redesign our website.	• On-site SEO optimization (internal site improvements) • Off-site SEO measures (link building, authority enhancement) • Audit of existing content (including suggestions for consolidation or deletion) • Content SEO training and guidance • Writer training and education • Website renewal and redesign	• Achieved Top Rankings for Tailor-Made Suit Keywords • Site impressions and clicks increased fourfold in just one year • Writers significantly improved their skills through targeted training • Sales grew in parallel with the SEO performance improvements

https://www.denkenseiki.co.jp/

Improved from unranked to higher positions for key search terms

「ノイズ対策」 – Ranked No.1
「emc 対策」 – Ranked No.1
「emi 対策」 – Ranked No.1
「ノイズ カット」 – Ranked No.3
「ems対策」 – Ranked No.3

As of December 1, 2024

Problem Background	Implemented Measures	Results After Implementation
• Looking to acquire new customers through SEO • Has no prior experience with SEO implementation • Currently searching for a professional SEO consulting firm • Wants to build an in-house content SEO team	• Internal Site Audit Report (for on-site SEO improvements) • Off-site SEO Measures (including backlink strategies) • Review of Existing Articles (with recommendations for consolidation or deletion) • Delivery of 12 New Unit Content Articles • Content SEO Training / Lectures	• Achieved Top Rankings for Noise Countermeasure-Related Keywords • Click-throughs increased sevenfold within one year • Site impressions grew fourfold over the same period

https://www.systems.nakashima.co.jp/dutiessolution/nice-sfa-kintone/

Improved from unranked to higher positions for key search terms

Currently Ranking for Multiple SFA-Related Keywords
- 「SFA 機能」 – Ranked No.3
- 「営業支援システム機能」 – Ranked No.1
- 「SFAシステム」 – Ranked No.7
- 「SFA」 – Ranked No.14

As of December 1, 2024

Problem Background	Implemented Measures	Results After Implementation
• Wants to attract new customers through SEO • Has no prior experience with SEO efforts • Currently seeking a professional SEO consulting firm	• Internal Site Audit Report (for on-site SEO improvements) • Off-site SEO Strategy (including backlink building and authority enhancement) • Review of Existing Articles (with recommendations for content consolidation and deletion) • Delivery of 24 New Unit Content Articles	• Achieved a peak position of 14th for the highly competitive keyword 「sfa」 • Improved rankings for related keywords as well: • 「営業支援システム」 – up to 11th • 「sfa システム」 – up to 7th • 「sfa 機能」 – up to 3rd • 「営業 支援 システム 機能」 – Ranked No.1

Google　JAPAN

Improved from **unranked** to **position #3**

in Google search results.

Achieved High Rankings for Target Keywords

"DCソケット (DC Socket)" – Ranked #3
"パイロットランプ (Pilot Lamp)" – Ranked #6

Problem Background

- Wants to rank higher for specific target keywords
- Aims to improve the overall performance of the website
- Requests link building support
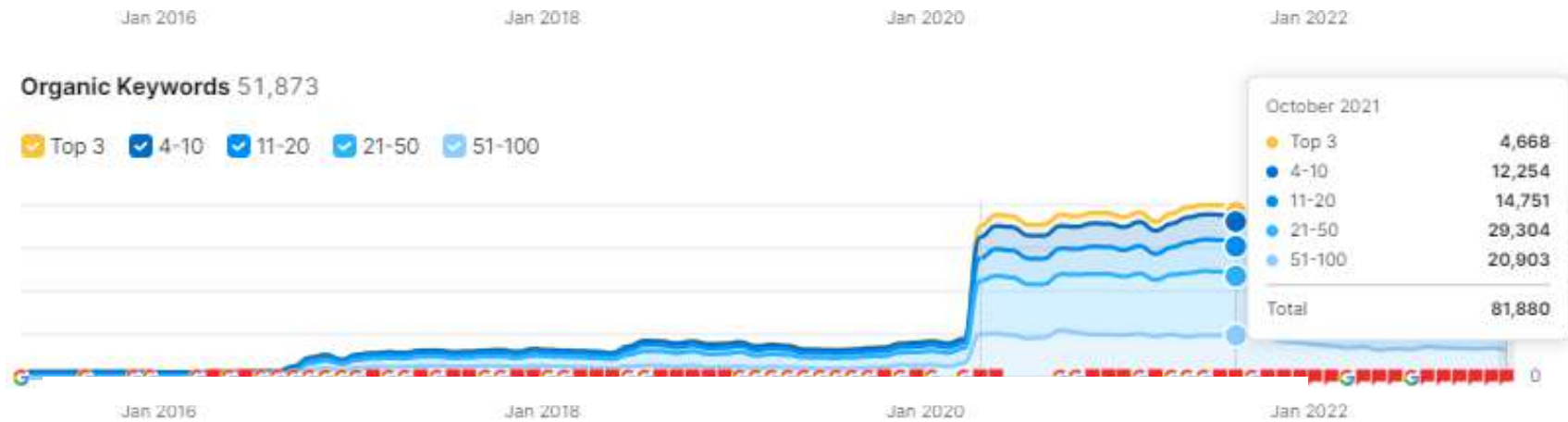- Wants on-site SEO optimization

Implemented Measures

- Internal SEO Correction Report
- Off-page SEO (Link Building)
- Monthly SEO Consulting (Once per Month)

Results After Implementation

- "DCソケット (DC Socket)" – Ranked #3
- "パイロットランプ (Pilot Lamp)" – Ranked #6
- "USBコネクタ (USB Connector)" – Ranked #6
- Others *(additional keywords also ranked high)*

[Result] Ranked #1 for Thousands of Keywords

キーワード	順位	月間検索件数
eeprom	1	3600
mlcc	1	2900
designspark	1	1600
designspark mechanical	1	1600
ソレノイド バルブ と は	1	1600
コンデンサ 記号	1	1000
半 固定 抵抗	1	880
ドライバー 種類	1	880
スペクトル アナライザー	1	880
スペクトル アナライザ	1	880
電気 二 重層 キャパシタ	1	880
bvh 21t p1 1	1	720
m1219	1	720

キーワード	順位	月間検索件数
トロイダル トランス	1	590
デザイン スパーク	1	590
理想 ダイオード	1	590
jfet	1	590
pyfz 14 e	1	480
fpc コネクタ	1	480
温度 測定	1	480
vga ケーブル と は	1	480
vga hdmi 違い	1	480
d sub コネクタ	1	480
usb 端子 と は	1	480
基板 コネクタ	1	480
遠心 ファン	1	480

https://www.crownrms.com/jp/

Google　Japan

Ranked from **unlisted** to **#1**

Achieved High Rankings for Target Keywords

"機密文書 (Confidential Documents)" – Ranked #1

"機密書類 (Confidential Files)" – Ranked #2

実績参照：https://www.switchitmaker2.com/seo-result-case/ecsite-rs/

Problem Background	Implemented Measures	Results After Implementation
• Wants to increase website traffic through organic channels • Tried running paid search ads, but they were not very effective • Wants to increase the number of sessions to the website • Aims to boost conversions	• Keyword Strategy Development • On-page SEO Optimization • Content SEO • Off-page SEO	• "機密文書 (Confidential Documents)" – Ranked #1 • "機密書類 (Confidential Files)" – Ranked #2 • "文書保管 (Document Storage)" – Ranked #6

https://uenonaika-clinic.com/

Google　Japan

Ranked from **unlisted** to #1

Achieved Top Rankings for Target Keywords

"糖尿病 神戸 (Diabetes Kobe)" – Ranked #1
"神戸 糖尿病 (Kobe Diabetes)" – Ranked #1

Problem Background	Implemented Measures	Results After Implementation
• SEO measures implemented for a YMYL domain (medical industry) • Requested top rankings for combinations of medical specialties and geographic location • At the time of request, all target keywords were unranked (outside of search results)	• Keyword Strategy Development • On-page SEO Optimization (Technical SEO) • Off-page SEO (Link Building)	• "糖尿病 神戸 (Diabetes Kobe)" – Ranked #1 • "神戸 糖尿病 (Kobe Diabetes)" – Ranked #1 • "神戸 糖尿病 病院 (Kobe Diabetes Hospital)" – Ranked #1

Global SEO Case Studies

https://components.omron.com/eu-en/   https://components.omron.com/jp-ja/

Google US
Ranking Recovery on Google US

We restored Google rankings for a US-targeted website that experienced a sudden drop due to a negative Google evaluation.

| Problem Background	Implemented Measures	Results After Implementation
・Unranked on Google US ・Few inquiries from English markets ・Traffic dropped sharply ・Requested ranking recovery	・Ranking Recovery Service ・On-Page Audit ・Off-Page Audit ・Identification of SEO Penalty Factors ・Correction Instructions for SEO Penalty Factors	・We restored the rankings of a website that had dropped in Google US search results.

https://brandcloud.us/
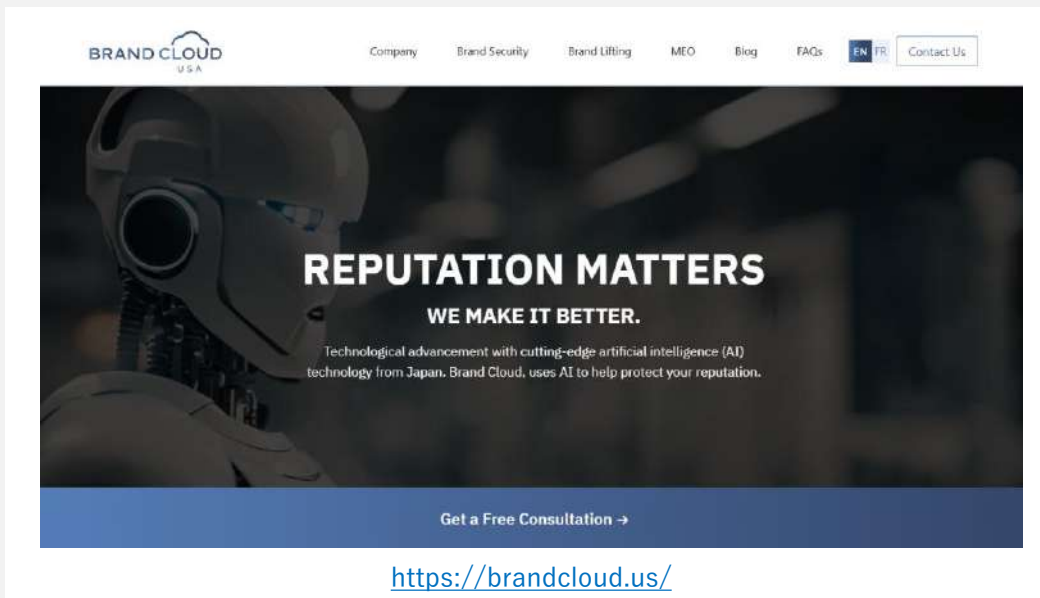
Google US

Unranked → 3rd Position

Achieved top rankings for **"Brand Cloud"**,

the primary KPI keyword.

| Problem Background	Implemented Measures	Results After Implementation
・Unranked on Google US ・Sales representatives in the US unable to showcase the website locally ・In-house articles not indexed by Google	・Persona Development (US Market) ・Keyword Selection ・On-Page SEO Diagnostic Report ・Off-Page Measures (200+ backlinks acquired) ・Delivery of 30 New Articles (Written by Native English Writers)	・Ranked 3rd for "Brand Cloud" on Google US, from unranked ・Ranked 4th for "brand lifting", and achieved rankings for "what is opsec" and "brand development" ・Increased ranked keywords from 0 to 26

https://www.isfnet.com/
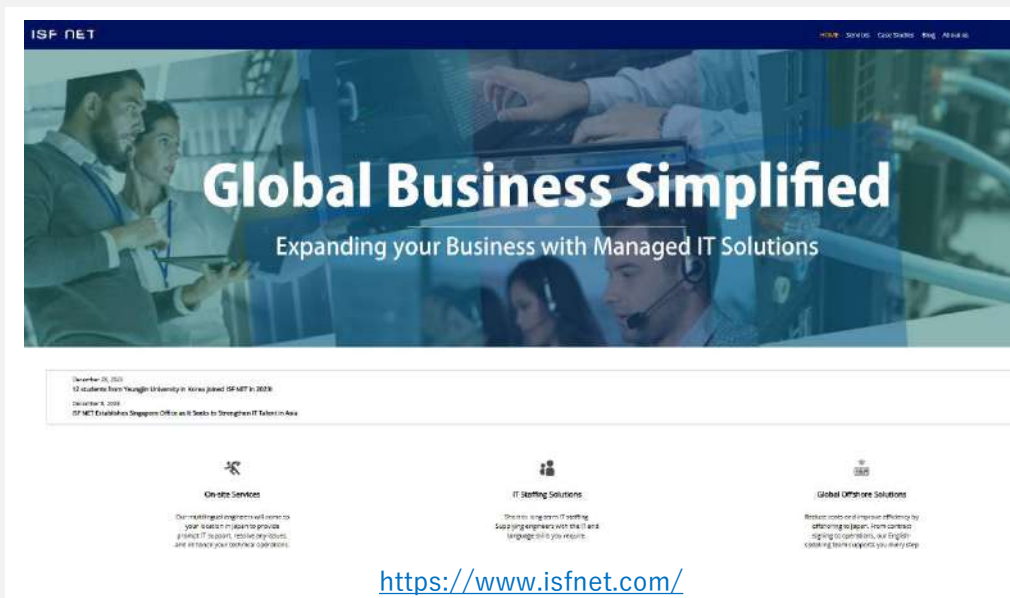
Google US

Unranked → 1st Position

Achieved the **#1 ranking** for the primary KPI keyword,

"Bilingual Onsite Service".

実績参照ページ：https://www.switchitmaker2.com/seo-result-case/america-isfnet/

| Problem Background	Implemented Measures	Results After Implementation
・Unranked on Google US ・Looking to increase inquiries from English-speaking markets ・Newly launched English website ・No prior SEO experience	・Persona Development (US Market) ・Keyword Selection ・On-Page SEO Diagnostic Report ・Off-Page Measures (Acquiring High-Quality Backlinks) ・Enhancement of Service Pages (PLPs)	・"Bilingual Onsite Service": Unranked → 1st (Google US) ・"Bilingual Help Desk": 3rd, "Managed Service" ranked ・Ranked in US & Singapore

https://bestejapan.com/
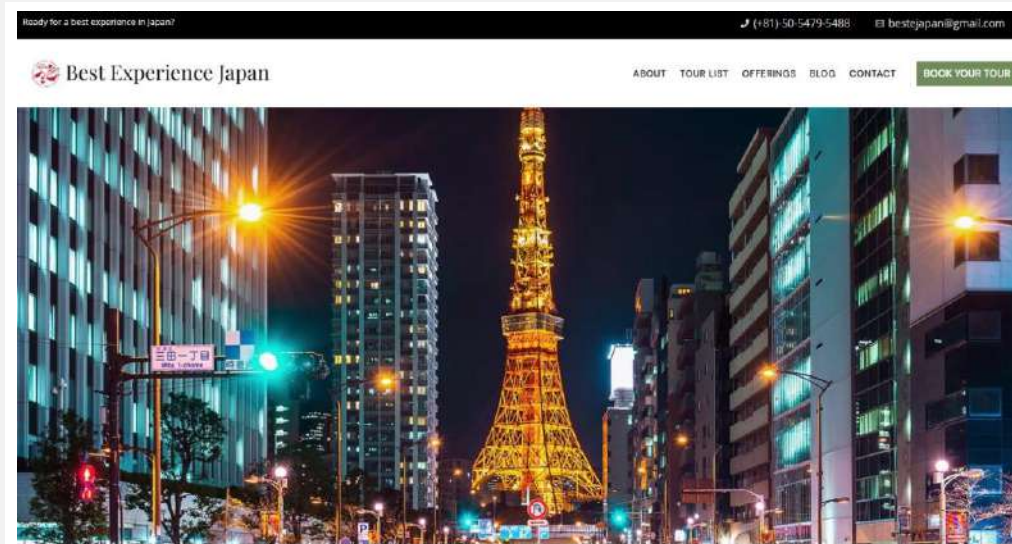
Google US

Development of a US-Targeted Website

Developed a website to attract American tourists visiting Japan, with **WooCommerce credit card payment integration**.

Problem Background	Implemented Measures	Results After Implementation
・Wanted to build a website to attract customers in the US ・Needed credit card payment integration ・No prior SEO experience ・Aiming to increase American tourists visiting Japan	・US-Targeted Website Development ・Credit Card Payment Integration ・Creation of 50 English Content Articles ・US SEO On-Page Optimization ・US SEO Off-Page Optimization	• Developed a US-Targeted Website with Credit Card Payment Integration • On-Page SEO in Progress (Since November 1, 2024) • Content SEO in Progress (Since November 1, 2024) • Off-Page SEO in Progress (Since November 1, 2024)

https://global.fujioh.com/
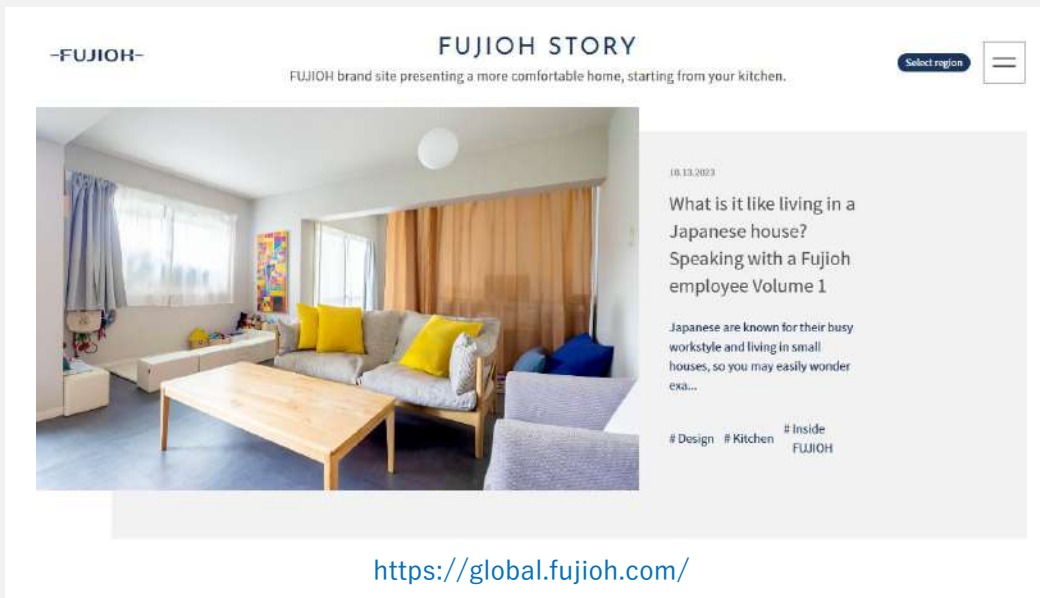
Google Singapore

Consulting on In-House SEO Content Creation

Consulting on SEO Content Creation for

English-Language Owned Media

Problem Background	Implemented Measures	Results After Implementation
• Wants to operate owned media in Singapore and Malaysia • Needs guidance on writing English SEO articles • Requests fixes for on-page SEO issues	・Persona Development (Singapore & Malaysia) ・Keyword Selection ・On-Page SEO Diagnostic Repoer ・Content SEO Training ・Delivery of 3 New Articles (Written by Native English Writers)	・Fixed on-page SEO issues ・japandi bedroom : Unranked → 15th ・japandi living room: Unranked → 14th ・kitchen interior decoration: Unranked → 23rd ・Organic search traffic: 15,137 / month ・Organic search keywords: 1,355

https://sunpolethailand.com/

Google Thailand

Unranked → 3rd Position

Achieved **3rd position** for the top-priority

service keyword in Thai, **เสาธง (flagpole)**.

Problem Background	Implemented Measures	Results After Implementation
• Unranked for all keywords • Wants to improve rankings after keyword selection • Website built but no web traffic or lead generation • Communication with local Thai staff conducted in Thai	• Keyword Strategy Development • On-Page SEO Diagnostic Report • Content SEO • Off-Page SEO (Link Building)	• Received inquiries and secured orders • Ranked keywords increased from 0 to 64 • Organic search traffic grew from 0 to 413 per month • Ranked 3rd for the Thai keyword เสาธง (flagpole), from unranked

http://www.tanabikiseimenthailand.com/

Google Thailand

Thai-Language Website Development & Ranking Achievement

Service-related keywords	
อูด้ง สำหรับเด็ก（udon for kids）	Achieved #1 ranking
โซเม็ง สำหรับเด็ก（somen for kids）	Achieved #1 ranking

Problem Background

- Expand sales in Thailand / Build Thai website
- Rank higher in Thai SEO / Increase web traffic

Implemented Measures

- Thai-Language Website Development
- Keyword Strategy Development
- On-Page SEO Diagnostic Report
- Off-Page SEO (Link Building)
- Support for Partnering with a Local Marketing Agency in Thailand to Expand Sales Channels

Results After Implementation

- Thai Website Development
- Top Rankings on Google Thailand
- Partnership with Thai Marketing Agency

https://findhokkaidoagents.com/

Google Japan

Unranked → 3rd Position

Achieved top rankings for target keywords:

buy a house in Sapporo - ranked **3rd**

rent an apartment in Sapporo - ranked **1st**

Problem Background

- Operates a real estate business in Hokkaido, Japan, offering rental and sales services to inbound foreign visitors.
- Was seeking an SEO company in Japan capable of link building for English-language websites.
- At the time of the request, the site was unranked for all target keywords.

Implemented Measures

- Keyword Strategy Development
- On-Page SEO (Technical SEO)
- Off-Page SEO (Link Building)

Results After Implementation

- Achieved top rankings for target keywords
- "Buy a house in Sapporo" – 3rd position
- "Rent an apartment in Sapporo" – 1st position
- "Sell a house in Sapporo" – 1st position

Tokyo SEO Maker is a team of digital marketing experts who resolve "every challenge" with reliable strategic consulting.

Founded in 2012 by our leader, who had been researching the web with an emphasis on SEO from the early days of search engines, we have since accumulated our own proprietary know-how through extensive algorithm research and rigorous testing. By establishing an efficient in-house system that eliminates waste, we are able to deliver high-quality services.

Currently, we have expanded our operations beyond SEO to encompass all aspects of digital marketing, continuously updating our technology and expertise to remain at the forefront of the industry. We believe that marketing is essentially about creating frameworks to sell products and services. Efficiently optimizing these frameworks is the shortest route to increased revenue, a concept that aligns fundamentally with SEO's mission to optimize search engine performance. By sharing the techniques developed through research and practical experience and committing to deliver the highest possible performance for our clients, we have supported over 2,000 companies domestically and internationally as of 2024.