



**DRUPAL**partners  
A DIVISION OF INNOPPL

# Improving Quack Global's IoT Website Accuracy With Tailored Drupal Support

For several years now, we have been working with Quack Global to create and advance their website, boost search engine rankings, and continuously offer input on the company's digital approach. This has enabled them to refine IoT technology accuracy requirements persistently.

## Drupal Partners Case Study

### Atlanta

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## About The Client

Our client Quake Global is a leader in the Internet of Things (IoT) technology industry. They provide tailored solutions and products to various clients ranging from automotive, oil and gas, IT, construction, logistics, industrial, security, health-care, and assisted living markets. In the US, they have been in business for around 20 years, and in Europe, they have been operating since 2017. Their solutions and products are used to optimize everything from mining site logistics to hospital operations to assisted living compliance and beyond.



# How it all began:

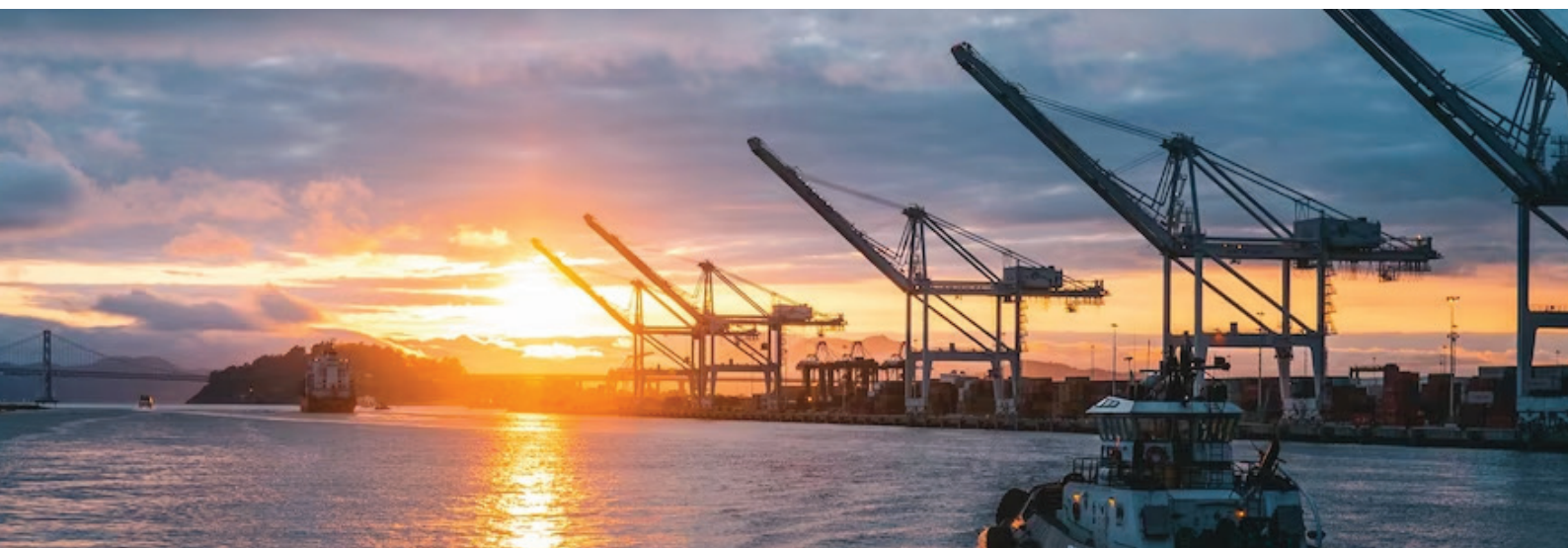
Initially, Quake Global's high-level team approached DrupalPartners for a full website redesign. DrupalPartners analyzed their requirements and proposed to take on the project. We provided customized solutions that met their needs while keeping them within budget, allowing Quake Global to reach more customers and create an even better user experience.

## The Challenge

Quake's solutions involve integrating with various external networks and systems that require accurate and reliable data. They needed a website to support their technology solutions and provide a consistent customer experience across all their pages.

## Our Approach:

Our team worked with Quake Global to create an efficient Drupal-powered website tailored to their specific needs and accurately represented their brand identity and the products they offered. We also provided input in the form of analytics and optimization strategies which enabled them to refine their accuracy requirements for their IoT technology. As a result, this improved the accuracy of the data being transferred across various networks.



# DrupalPartners' Solutions:

We knew our client was looking for superior accuracy in their technology, so DrupalPartners decided to start by improving their website. Our team conducted a comprehensive analysis of their existing site and provided recommendations for improvement based on best practices and industry standards.

We then implemented an SEO-friendly URL structure that improved Quake Global's search engine rankings and added structured data to the code to make their website more user-friendly. Additionally, our team refactored the existing code to ensure it was optimized for speed and performance.

Finally, we also provided input on Quake Global's digital approach to help them persistently refine their IoT technology accuracy requirements. This enabled them to offer an even better customer experience and meet the specific needs of their customers.



# List Of SEO Corrections Carried Out by Our Team:

- Improved website structure to enhance search engine rankings
- Added structured data to the code to make their website more user-friendly
- Refactored existing code for increased speed and performance
- Provided input on Quack Global's digital approach to improving the accuracy of IoT technology.
- Use appropriate keywords in the right places.
- Delete zombie pages
- Run a website security audit
- Set up 301 redirects for changed URLs
- Optimize images for faster loading times
- Integrate social media accounts with the website
- Create a sitemap to increase crawl ability and indexing of pages
- Set up Google Analytics & Search Console accounts.
- Add Text to Infographics, Podcasts, and Videos
- Update old pages with fresh content and Breadcrumbs to pages. Improve page speed.
- Optimize meta tags & titles for better visibility
- Clean up 404 errors & broken links.
- Organize the website's content into categories and subcategories
- Ensure the website is mobile-friendly and responsive and more...

# The Result:

**Increase in SEO Rankings by 40%**

**Enhanced User Experience by 25%**

**Increase In Revenue by 40%**

Quake Global now has a website that accurately represents its brand identity and products. It also has improved SEO rankings and allows for a better user experience. Moreover, Quake Global's IoT technology is more accurate due to our team providing input on how to optimize it for accuracy.

All these improvements have allowed Quake Global to reach more customers and increase its revenue. The end result is a website that meets the specific needs of its customers while staying within budget. DrupalPartners' team was greatly appreciated for their effort, as they provided reliable solutions tailored to the customer's unique requirements.

## Conclusion

This project clearly demonstrates our team's capabilities in creating a website that can better serve the customer's needs. Our expertise and deep understanding of Drupal, SEO, analytics & optimization, and data accuracy requirements enable us to give all our customers reliable solutions. We look forward to continuing this strong relationship with Quake Global and providing them with even more effective solutions for their future projects.



## Other Useful Resources

Case Studies	Whitepaper	Fact Sheet	eBook
Blog	Webinar	Infographics	

Want More Info?  
Contact Our Drupal Partners Team Today!

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