GAME CHANGER
MARKETING SOLUTIONS

CLIENT SUCCESS STORY · SEO · TCI HAWAII

How Local SEO Put a Honolulu Tech Company on Page One

TCI
TECH CONNECTION INC.
HAWAII

Network cabling & IT services, Hawaii · Pilot to 15-month campaign · #2 for "hawaii network cabling"

THE CLIENT

Tech Connection Inc. (TCI Hawaii) is a Honolulu technology company serving local businesses with network and structured cabling, network management, security cameras, data backup and storage, email protection and phone service.

THE CHALLENGE

In 2021, TCI barely registered online: a Domain Rating of 2.5, just 25 backlinks and 36 ranking keywords. Old pages threw 404 errors, and duplicate, inconsistent directory listings were working against them in local search.

WHAT WE DID

Started with a pilot project, then grew it into a full campaign: local citations, technical cleanup, on-page optimization and authoritative backlinks, all tracked in Ahrefs and BrightLocal.

Local SEO · Technical SEO · On-Page SEO · Link Building

#2
for "hawaii network cabling"
Up from #7, with "hawaii network" jumping from #75 to #2

4.8x
Domain Rating
2.5 → 12, Aug 2021 → Dec 2022

10x
Backlinks
25 → 253, including new local citations

2x
Referring domains
8 → 16 sites linking to TCI

26.8M
spots up in Ahrefs Rank
44.3M → 17.5M, a 60% climb

THE SEARCH THAT MATTERS MOST

When a Hawaii business searches for network cabling, TCI now shows up near the very top.

"hawaii network cabling"
#7 → #2

"hawaii network"
#75 → #2

Local SEO did the heavy lifting: we cleaned up harmful duplicate listings, built new citations on high-value directories and kept TCI's name, address and phone consistent everywhere.

BEFORE & AFTER

tcihawaii.com on Ahrefs

	AUG '21	DEC '22
Ahrefs Rank	44.3M →	17.5M
Domain Rating	2.5 →	12
URL Rating	11 →	16
Backlinks	25 →	253
Referring domains	8 →	16
Organic keywords	36 →	67

Lower Ahrefs Rank is better.

Found where locals search. Submitted to 8 aggregator networks that feed maps, apps and directories.

Yellowpages · Superpages · DexKnows · HERE · TomTom · Waze · Navmii · Uber

TCI Hawaii · The Results

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From barely visible to page one for the searches that matter

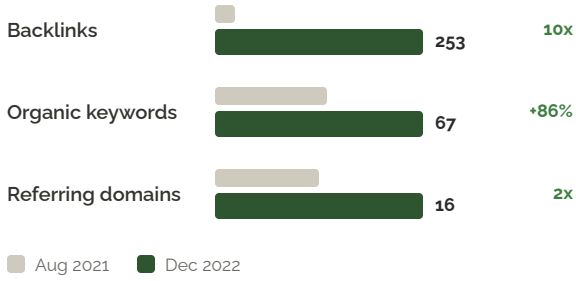
Rankings gained

Google position, start of campaign → Dec 2022

KEYWORD	MONTHLY SEARCHES	POSITION
hawaii network cabling	60	#7 → 2
hawaii network	30	#75 → 2
tech connection	30	#11 → 7
network hawaii	20	new → 7
tci long distance	70	new → 13
tci long distance phone service	30	new → 14
tci rack	20	new → 16
network cabling services near me	100	new → 18

A stronger site, by the numbers

Aug 2021 vs. Dec 2022 (Ahrefs)



Domain Rating **2.5** → **12**

URL Rating **11** → **16**

What we did

LOCAL SEO

- Set up rank tracking and competitor analysis in BrightLocal
- Removed harmful duplicate listings
- Built 16 new citations on high-value directories
- Updated listings for name, address and phone (NAP) consistency

TECHNICAL SEO

- Ran site crawls and checked sitemap, indexing and structure
- Fixed 404 pages left behind when services pages were consolidated
- Set up 301 redirects to the right live pages
- Ongoing audits to catch new issues early

ON-PAGE SEO

- Built a tag map and rewrote titles, meta descriptions and H1s on priority pages
- Keyword research and SEO outlines for security cameras, backup & storage and email protection
- Fixed errors and optimized copy on key service pages
- Removed redundant heading tags

OFF-PAGE SEO

- Prospected high-relevance guest posts and contextual backlinks
- Earned a premium news backlink on BusinessNewsDay: "What Is Structured Cabling and Why Should You Use It?"
- Submitted to 8 aggregator networks for ongoing citations

The Bottom Line

For a local service business, SEO starts close to home. Clean listings, a healthy site and a few strong links took TCI from barely visible to #2 for its most valuable search.

Ready to rank?

Let's talk about what SEO could do for your business.

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Sources: Ahrefs site snapshots for tcihawaii.com (Aug 2021 and Dec 2022), BrightLocal citation reporting and the GCMS full project review for TCI Hawaii (Sept 2021 – Nov 2022).