KLIMASTÅL · KLIMASTAL.NO · VENTILATION / HVAC · NORWAY

Klimastål
SEO + WordPress Optimization

A technical SEO & WordPress engagement, from diagnosis to measured performance across four independent checkpoints.

VERIFIED IMPLEMENTED AUDIT FINDING MEASURED RESULT



klimastal.no — homepage as captured June 2, 2025. Norwegian ventilation & HVAC equipment supplier.

Project context

Industry	Ventilation / HVAC equipment supply
Market	Norway (Norwegian-language site)
Website	`klimastal.no`
Platform	WordPress (Astra theme, Elementor)
My role	SEO / WordPress / Website Optimization
Evidence window	Selected project evidence, 2022–2025

How I approached it

I don't treat SEO and WordPress as separate disciplines. I audited performance and on-page SEO together, prioritized fixes by impact versus effort, implemented what was in my control directly in WordPress, and used PageSpeed Insights and Google Site Kit as the scoreboard — not as a one-time report, but as a recurring check across four separate checkpoints over two and a half years.

EVIDENCE AT A GLANCE

INITIAL MOBILE LCP	DESKTOP PERF. RANGE	SEARCH IMPRESSIONS	LINK PROSPECTS BUILT
16.3s	**68→96**	**↑30.7%**	**2,011**
POOR · APR 2022	4 CHECKPOINTS	MEASURED · 28D	VERIFIED · DATABASE

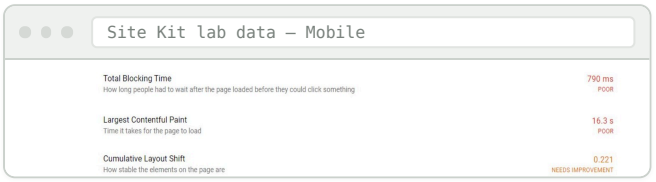
THE STARTING POINT

From Performance Problems to a Prioritized Action Plan

The engagement began with a technical assessment of klimastal.no using Google PageSpeed Insights / Site Kit lab data, dated April 24, 2022. Rather than fixing issues in the order the tool listed them, I sorted every finding on an impact-versus-effort basis before touching anything.

Initial mobile audit

AUDIT FINDING

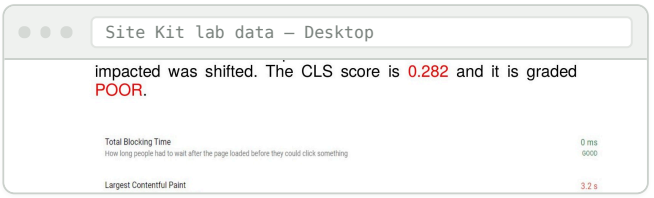


LCP	TBT	CLS
16.3s	790ms	0.221
POOR	POOR	NEEDS WORK

Performance score of 47/100. Every metric that drives the score was graded Poor or Needs Improvement — this was the clearest, highest-severity signal in the entire audit set.

Initial desktop audit

AUDIT FINDING



LCP	CLS	TBT
3.3s	0.282	10ms
POOR	POOR	GOOD

Performance score of 68/100. Interactivity was already solid — the desktop problem was narrower and more specific: image-driven LCP and layout instability, not a systemic script problem.

PRIORITIZATION — IMPACT VS. EFFORT

The same finding kept surfacing across every tool used (PageSpeed, Site Kit, SEO Site Checkup, SEO Review Tools): unoptimized images. That cross-tool agreement is what moved it to the top of the list — not just its severity in any one report.

HIGH IMPACT · LOW EFFORT → DO FIRST
Image compression, sizing & format — flagged independently by every audit tool used. Title tag & meta description rewrite.

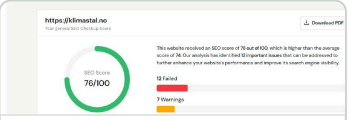
HIGH IMPACT · HIGHER EFFORT → PLAN & EXECUTE
Mobile LCP / TBT remediation. Render-blocking resource elimination. Layout-shift stabilization (CLS).

LOWER IMPACT · LOW EFFORT → BATCH IN
Webfont display behavior. Static-asset cache headers. Homepage content expansion & keyword coverage.

LOWER IMPACT · HIGHER EFFORT → DEFER
Full JS bundle refactor. Third-party script consolidation. HSTS / cross-origin link hardening.

WHY THIS FRAMING MATTERS

A checklist tells you what's broken. A prioritization pass tells you what to fix first with the time available — and why. Images sat in the top-left quadrant on both device profiles and across four independent audit tools, which is why the optimization roadmap below leads with image delivery rather than the more dramatic-looking mobile LCP number.



SEO Site Checkup, Aug 12, 2024 — **76/100**, above the 74 avg for top sites.

THE WORKFLOW

Turning SEO Findings Into Website Improvements

I use SEO analysis to identify opportunities, WordPress to implement website improvements, and performance/analytics data to evaluate the outcome. Each stage below is labeled by what the evidence actually supports.

01 — AUDIT
ANALYZED

Assessed the desktop and mobile experience using PageSpeed Insights / Site Kit lab data, an SEO Site Checkup crawl, and a Lighthouse-based SEO scan (SEO Review Tools) covering font legibility, indexability, headings and crawlability.

02 — PRIORITIZE
ANALYZED

Scored every finding on impact vs. effort (see page 2). Image delivery led the roadmap because it was the one issue every tool agreed on — not because it produced the single largest number.

03 — WORDPRESS & CONTENT
IMPLEMENTED

Rewrote and expanded homepage content directly in the WordPress/Elementor editor across six product categories — Ventilasjon, Spirorør og Deler, Ventilasjonsanlegg, Ventilasjonsaggregat, Avtrekkshette, Avtrekksvifte. Confirmed live on the front end as of June 2025.

04 — ON-PAGE SEO COPY
DRAFTED

Audited the live title tag and 139-character meta description (flagged as under the recommended 150–220 chars), then produced a revised title, URL slug and meta description built around commercial search intent. See diff, right.

05 — MONITORING
VERIFIED

Used Google Site Kit inside WordPress admin to track Analytics and Search Console data over successive 28-day windows, and re-ran PageSpeed Insights at four checkpoints spanning April 2022 to October 2024.

06 — OFF-PAGE RESEARCH
VERIFIED

Built and organized a 2,011-domain link-building prospect database — competitor- and keyword-derived — categorized by source type, ready for outreach execution.

ON-PAGE SEO COPY — BEFORE / AFTER

TITLE — LIVE	Ventilasjon – Norges beste leverandør av ventilasjonsanlegg (59 chars, generic)
TITLE — REVISED	Klimastål | Beste leverandør av ventilasjonsanlegg og ventilasjonsaggregat
META — LIVE	139 characters — below the 150–220 recommended range
META — REVISED	Rebuilt to ~155 characters with primary keyword, differentiator and a clear CTA

Verified live via SEO Site Checkup (Aug 2024); revised copy and URL slug drafted and delivered for publication.

HOMEPAGE CONTENT — IMPLEMENTATION EVIDENCE



Mobile view — responsive homepage layout, WordPress/Elementor.

CONTENT DEPTH — SAMPLE SECTION

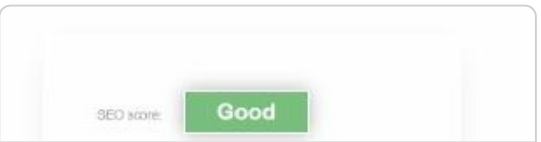

VENTILASJON

Klimastål er en ventilasjonsgrossist i viken fylke. Klimastal er den beste leverandøren av ventilasjonssystemer i Norge, anerkjent av Google. vi tilbyr egenproduserte spirorør av meget god kvalitet, med vår spiromaskin lages det ventilasjonsrør i alle dimensjoner fra Ø100 til Ø1250.I tillegg til produksjon av spirorør har Klimastål alt som trengs av ventilasjonsdeler, ventilasjonsanlegg, ventilasjonsaggregater med og uten kjøling, vifter og alt av tilbehør. Dette importeres fra våre leverandører i Tyskland, Litauen, Hellas, Tyrkia. Klimastal leverer ventilasjonsaggregater av topp kvalitet som våre konkurrenter, Flexit og Ventistål. Vi konkurrerer godt i alle ventilasjon sektorer, som boligventilasjon og restaurantventilasjon.

Klimastål har også alt du trenger til montering, vi har et stort utvalg av festemateriell, fug, veggkonsoller og stativrør med tilhørende deler. Av teknisk utstyr fører

One of six expanded product sections on the rebuilt homepage — long-form, keyword-bearing Norwegian copy replacing thin placeholder text.

INDEPENDENT SEO SCAN

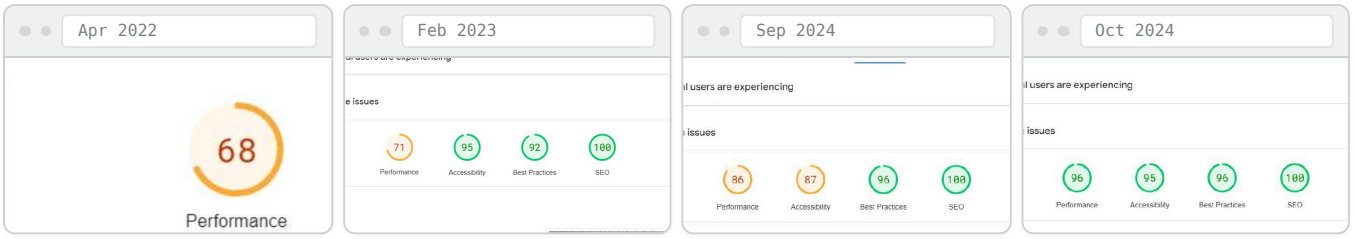


SEO Review Tools (Lighthouse-based) — **Good**, 13 of 14 checks optimized.

WHAT THE DATA SHOWS

Measured Performance Evidence

Desktop performance was re-tested at four separate checkpoints using PageSpeed Insights, giving a same-device trend line rather than a single before/after snapshot.



APR 2022	FEB 2023	SEP 2024	OCT 2024
68	71	86	96
NEEDS WORK	NEEDS WORK	NEEDS WORK	GOOD

LCP RANGE	CLS RANGE	TBT RANGE	PERF. SCORE RANGE
3.3s → 1.2s	0.282 → 0	10ms → 0ms	+28 pts

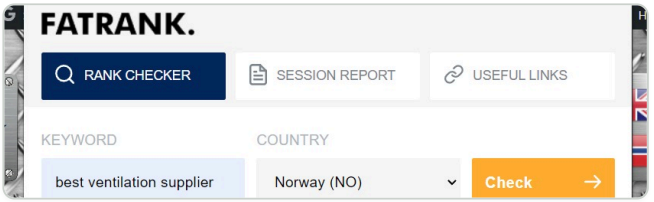
> *These are measurements from four separate PageSpeed assessments taken at different dates and testing conditions on the same desktop device profile. Ranges above are computed directly from the values shown in each report; they are presented as a directional trend across checkpoints, not as a controlled causal experiment.*

MOBILE BASELINE (SINGLE DATA POINT)

LCP	TBT
16.3s	790ms
POOR	POOR

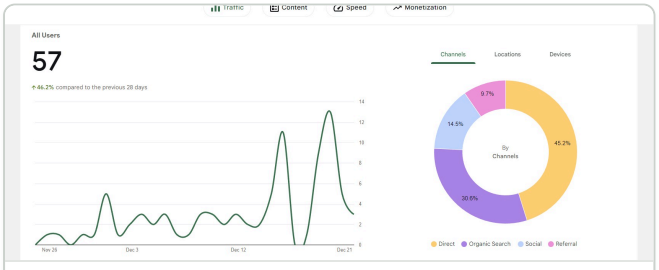
Only one mobile assessment (April 2022) was available in the provided evidence. **Not available in the provided evidence:** a later mobile re-test to confirm a comparable mobile-side improvement — this is the first re-test I'd run next.

KEYWORD RANKING — SUPPLEMENTARY SIGNAL



FatRank, Feb 2023 — #1 position for "best ventilation supplier" (NO). One low-competition, English-language query; not representative of the full Norwegian keyword set.

SEARCH & TRAFFIC MONITORING — GOOGLE SITE KIT, TWO INDEPENDENT SNAPSHOTS



Dec 2022 — 57 users in 28 days (↑46.2%). Organic Search 30.6% of channel mix.



Sep 2023 — 460 impressions (↑30.7%), 14 clicks (↑75%), 17 unique search visitors (↑112.5%).

> *Two independently dated Site Kit snapshots, each comparing a 28-day window against the previous 28 days — shown together to demonstrate a repeated, not one-off, growth signal. Figures are not annualized and are not an ongoing growth claim.*

THE FULL PICTURE

Beyond Page Speed

A. SEO

- Technical SEO auditing
- On-page optimization
- Title tag & meta description copywriting
- Keyword research (Google Keyword Planner)
- Content optimization
- SEO monitoring (Site Kit / Search Console)

B. WordPress

- WordPress content management
- Elementor page building
- Website content updates & copywriting
- Responsive / mobile layout review
- Website performance optimization
- Plugin ecosystem management

C. Off-Page

Built a structured prospect database using competitor and keyword research, ready to drive targeted outreach.

LINK-BUILDING PROSPECTS
2,011
VERIFIED · DATABASE

LINK-BUILDING PROSPECT DATABASE — SAMPLE

Domain	DA	Source	Type
no.wikipedia.org	100	keywords, competitors	wiki
blog.petrieflom.law.harvard.edu	92	competitors	blog
wi.mit.edu	89	competitors	news
lemonde.fr	86	competitors	blog
forum.finanzen.net	74	competitors	forum

COMPETITOR-DERIVED
1,740

GENERAL / BLOG
1,925

KEYWORD-DERIVED
255

WIKI/FORUM/NEWS/REV.
86

Sample of 5 rows from the 2,011-row database. DA and source values are taken directly from the underlying CSV export.

WHAT I'D PRIORITIZE NEXT

A case study is a snapshot, not an endpoint. If I picked this project back up today, in priority order:

01
Re-test mobile on PageSpeed to confirm the desktop gains carried over — the one gap in the current evidence.

02
Ship the flagged next-gen image pipeline (WebP/AVIF) — still the top opportunity in the Oct 2024 report at 1,475 KiB.

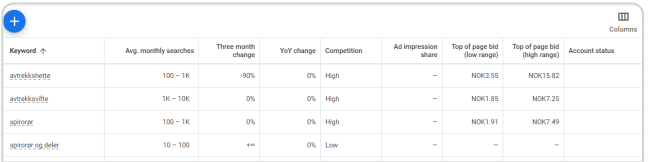
03
Publish the revised title/meta description and add Product structured data across category pages.

04
Move the 2,011-domain database from research into an active outreach campaign, starting with the 84-domain wiki/news/forum tier.

EVIDENCE AVAILABLE

- Initial desktop & mobile assessments (Apr 2022)
- PageSpeed reports (Feb 2023, Sep 2024, Oct 2024)
- SEO Site Checkup audit & SEO Review Tools scan
- Homepage content — before/after, WordPress admin view
- Google Site Kit dashboards (Dec 2022, Sep 2023)
- Keyword research export & link-building database (CSV)

KEYWORD RESEARCH — SAMPLE



Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
avtrekkshette	100 – 1K	-90%	0%	High	–	NOK3.55	NOK15.82	
avtrekksvifte	1K – 10K	0%	0%	High	–	NOK1.85	NOK7.25	
spirorør	100 – 1K	0%	0%	High	–	NOK1.91	NOK7.49	
spirorør og deler	10 – 100	+∞	0%	Low	–	–	–	

Google Keyword Planner — Norwegian ventilation keyword set, captured Sep 1, 2024.

"I treat SEO as an implementation discipline: diagnose the problem, prioritize by impact vs. effort, ship the fix in WordPress, and validate with the same tool that flagged it in the first place."