SINIAT
CASE STUDY

How
Creeper Rescued
Siniat Germany's SEO from a
Technical Abyss

CREEPER

siniat
by etex
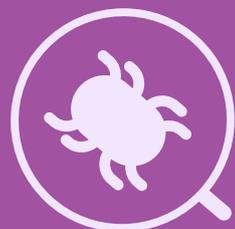
CASE STUDY

CREEPER

We're Creeper, a **specialized technical SEO audit company** that understands small companies because we are one of them.

We **help businesses of all sizes** achieve enterprise-level search performance through our **comprehensive auditing solutions**, with particular expertise in specialized B2B industries like construction, manufacturing, and professional services.

siniat
by etex

One of our clients, **Siniat Germany**, is a leading **construction materials manufacturer** and part of **Etex Group** that **operates across the globe**.

Siniat specializes in drywall construction materials, gypsum boards, and **innovative building solutions** serving architects, planners, drywall contractors, and skilled craftsmen.

Siniat Germany was facing a **critical business challenge**: a steady, month-over-month decline in their website's organic search performance. Both clicks and impressions were in a continuous freefall, signaling a **significant loss of visibility** to their target audience.

While the primary goal was to improve rankings and boost organic traffic, a preliminary investigation by Creeper using our SEO Audit tool uncovered a **host of critical technical SEO issues** that were actively sabotaging their online presence.

Therefore, the core **problems**, the ones to be solved first, were **deeply technical**.

DUPLICATE CONTENT CATASTROPHE

A **CMS bug** related to internal linking had generated thousands of duplicate pages, **creating widespread confusion** for search engines and diluting ranking signals.
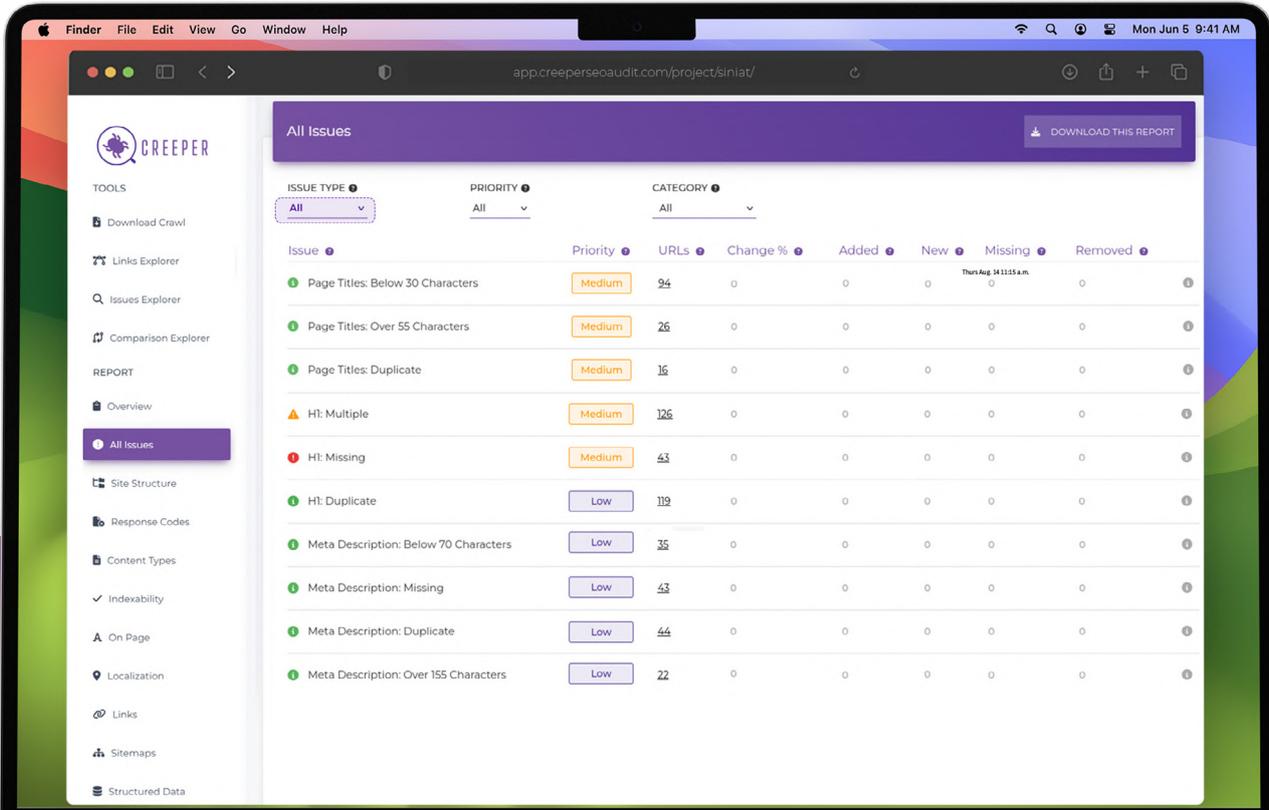
The site was plagued with **138 pages returning 404 errors** and **205 pages with 3xx redirects,** leading to a poor user experience and wasted crawl budget.

Hundreds of pages were **missing meta descriptions**, and there was a near-total absence of **internal links with optimized anchor text** beyond basic product names.

Even the best-performing content doesn't stay on top forever. Over time, traffic naturally slips, a phenomenon known as **content decay**.

In our 15-month, month-by-month click analysis, we uncovered a troubling trend:

- **8,301 clicks lost** across **169 URLs**
- **80% of the drop** traced back to just **15 high-value pages**

These once **top-performing pages were quietly losing visibility and engagement**, chipping away at the site's overall traffic. Without timely updates, content decay can turn a traffic powerhouse into a silent liability.

Top 15 Performers with Largest Declines

6,665 lost clicks from top 15 URLs out of 8,301 total

URL	Lost Clicks
trennwand selber-bauen	2200
unterkonstruktion-bauen	1800
decke-abtremen	1400
elektroinstallation-vorbereiten	1200
dunstabzug-in-unterschrank	1100
trennwand mit-tuer	1000
einbauschrank-selber-bauen	900
kabel-verlaengern	800
glasbausteinwand	700
gasherd-steckdose-hinter	600
kabel-unterputz-verlegen	500
led-dimmer...	400
abzweigd...	300
verput...	200
bo...	101
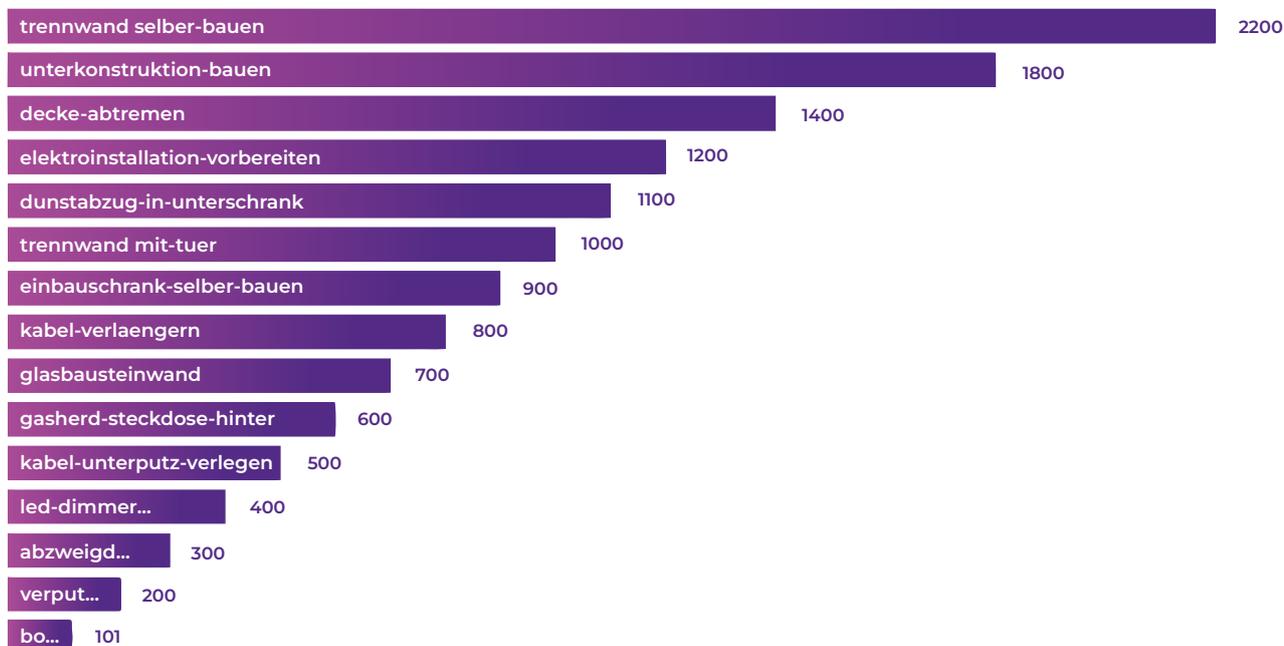
A TWO-PRONGED APPROACH TO TECHNICAL SEO RECOVERY

Creeper devised a **comprehensive strategy** to tackle Siniat Germany's technical SEO problems head-on. The solution involved a two-pronged approach **executed over two months**, namely fixing technical issues and refreshing the content, **with a strong recommendation for continuous engagement and improvement** in these areas.

TECHNICAL SEO TRIAGE

AUDIT AND MONITOR

The **Creeper SEO Audit tool** was used to conduct a **thorough audit** of the entire website, identifying and prioritizing all technical issues. The tool was also used for **continuous monitoring** after the fixes were implemented.
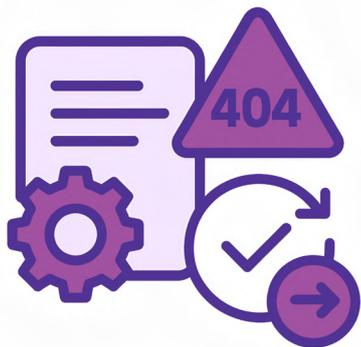
CREEPER

TARGETED FIXES

Creeper's team **provided detailed instructions to ETEX support** to resolve all 4xx errors, reduce the number of 3xx redirects, and address the duplicate content issues.

WEBSITE SPEED OPTIMIZATION

All possible measures were taken to improve the **website's loading speed**, a critical factor for both user experience and search engine rankings.

STRATEGIC CONTENT REFRESH

COMPETITIVE AND KEYWORD RESEARCH

A deep dive into the competitive landscape and keyword trends allowed Creeper to **identify high-priority topics** for content creation and optimization.

The research informed a **new content plan** focused on refreshing outdated content and creating new, high-value articles to attract and engage the target audience.
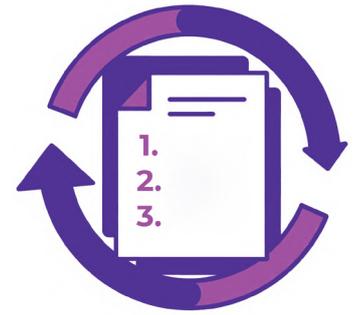
THE RESULTS:

A RESOUNDING SEO TURNAROUND

The **impact** of Creeper's intervention was both **swift and significant**. By resolving the underlying technical issues and implementing a data-driven content strategy, Siniat Germany's website experienced a **dramatic recovery** in organic search performance.

KEY HIGHLIGHTS

● TRAFFIC REBOUND

By addressing the content decay on the 15 most affected pages, Creeper was able to **recover a significant portion** of the 6,665 lost clicks, stabilizing traffic and setting the stage for future growth.

Year-Over-Year Clicks for Top 15 URLs

Click growth recorded across 14 out of Top 15 URLs

URL	June 2024	Change	June 2025
spachteln-mit-bewehrungsstreifen	42	305	347
trockenbauprofile-und-standerwerk	9	314	323
lahydro-gm-fh1i	262	158	420
brandschutz-im-trockenbau	134	126	260
de-de	0	1259	1259
deckensysteme	41	245	286
laplura-classic-defh1ir-gkfi	185	44	229
unterkonstruktion-bauen	8	132	140
decke-selber-bauen	45	102	147
duripanel-b1-ungeschliffen	139	39	178
waende-richtig-spachteln	53	71	124
trockenbauwand	16	95	111
trennwand-selber-bauen	84	-2	86
easyboard	38	13	51
diy	7	26	33

June 2025   **June 2024**

Total Clicks Increase
+2,927

Precentage Increase
73.32%

KEYWORD RANKING REVIVAL

16.61		7.75
June 2024		June 2025

**Average Ranking
(88 Target Keywords)**

Following SEO optimization, we analyzed the year-on-year performance of **88 keywords** from decayed pages. Previously (from March to May 2024), their cumulative **average ranking stood at 16.61**.

Following the intervention, the average position of these keywords compared to the same period the year before **improved to 7.75**.

**Average Ranking
Improvement**

↑ 8.86

**Percentage
Increase**

53.34%

Top 10 Keywords Ranking Comparison

Year-Over-Year Ranking Improvement for Target Keywords

Keyword	AVG Position 2025	Difference	AVG Position 2024
rigipsplatten grün	2	65.86	67.86
cw50	2	43.5	45.5
profil cw 30	1.33	39.5	38.17
rigipsplatte grün	6.83	32.56	39.39
koinzidenzfrequenz	9.9	27.66	37.56
strahlenschutzplatte	8.79	24.84	33.23
trockenbau grundwissen	8.79	22.36	32.23
cw profil 3m	3	28.5	31.5
gkb gipskarton	2	29.25	31.25
brandschott trockenbau	6.34	23.76	30.1
YoY AVG difference for 88 kws	7.75	8.86	16.61

AVG Position 2025   **AVG Position 2024**

Bing Traffic (impressions)

■ 2025   ■ 2024

47,066
35,489
50,645
33,331
50,430
21,470

April   May   June

Bing Traffic (clicks)

■ 2025   ■ 2024

1,631
952
1,646
685
1,660
624

April   May   June
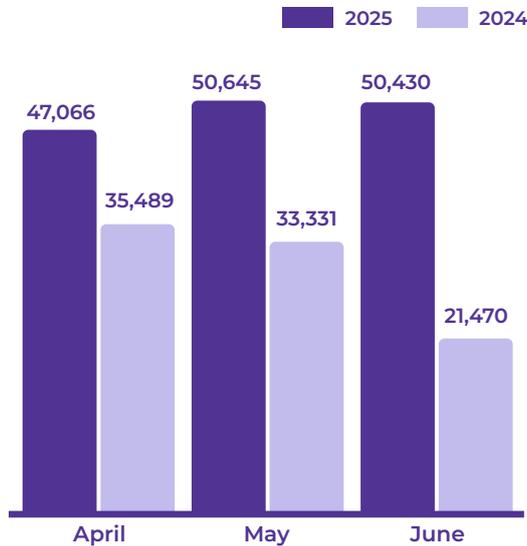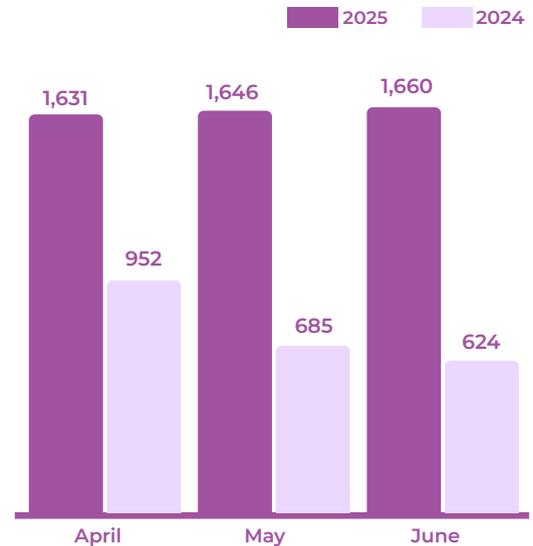
The Bing Webmaster Tools data shows a steady increase in clicks and impressions, indicating a **broader improvement in search visibility** beyond just Google. In the last three months of the data provided, the site has seen a **significant and sustained increase** in both clicks and impressions.

Search Performance

Clicks ⓘ ☑
— 4,937
(4/01/2025 - 6/30/2025)
--- 2,261
(4/01/2024 - 6/30/2024)

Impressions ⓘ ☑
— 148,141
(4/01/2025 - 6/30/2025)
--- 90,290
(4/01/2024 - 6/30/2024)
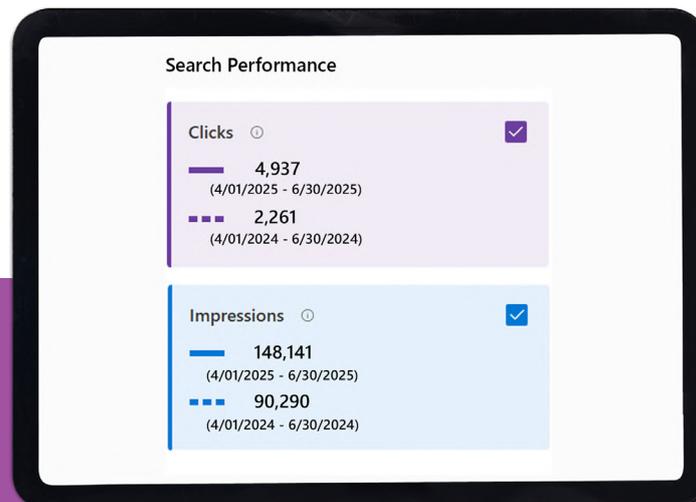
ERROR ERADICATION

All 138 critical 404 errors were resolved, and the number of 3xx redirects was significantly reduced, leading to a **healthier and more efficient website** for both users and search engines.

138
Before

404 Errors

After
0
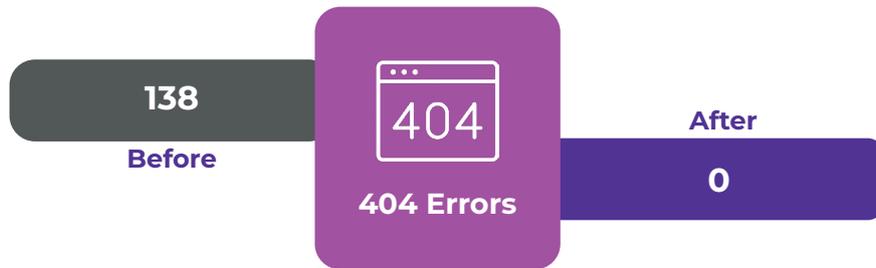
PERFORMANCE SUMMARY

TECHNICAL SEO RECOVERY TIMELINE

March 2025

Audit & Analysis

- ✓ 404 Errors: 138 ==> 0
- ✓ Contacts: Resolved

April 2025

Technical Fixes

- ✓ Redirects: 205 ~ Optimized
- ✓ Duplicate Content: Resolved

May 2025

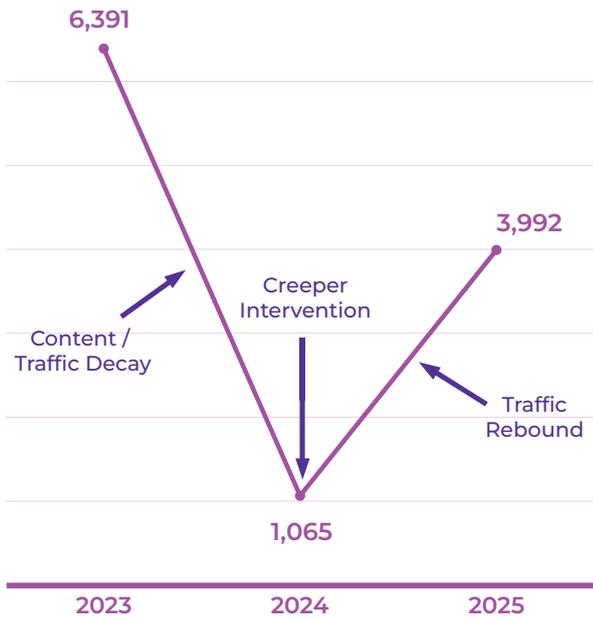**Monitoring & Optimization**

- ✓ Organic Traffic: Increased
- ✓ Site Speed: Improved

MULTI-PLATFORM SEO PERFORMANCE

Google

Traffic Rebound (15 URLs)

6,391

Content /
Traffic Decay

Creeper
Intervention

Traffic
Rebound

3,992

1,065

2023   2024   2025

Bing

Year-Over-Year Site-wide Traffic Growth

4,937

Creeper
Intervention

Traffic
Growth

2,261

2024
(Apr-Jun)   2025
(Apr-Jun)
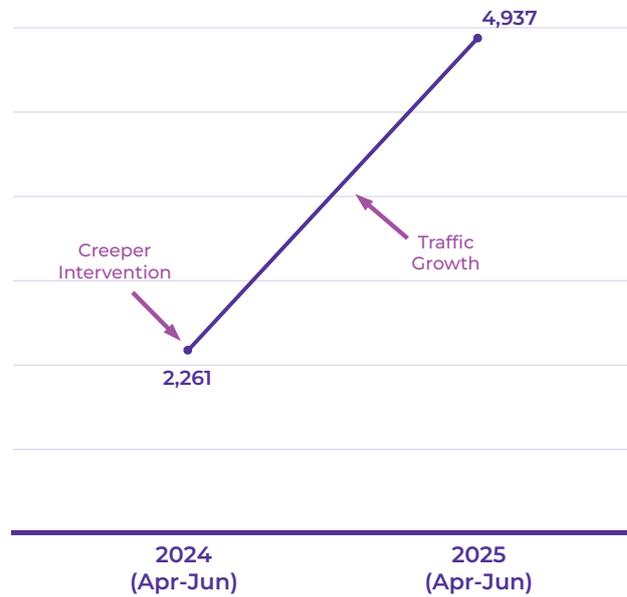
SEO PERFORMANCE AFTER CREEPER INTERVENTION

BEFORE

AFTER

1,065
June 2024

3,992
June 2025

Traffic Rebound

138

0

404 Errors

205

Optimized

Broken Links

2,261
Apr - Jun 2024

4,937
Apr - Jun 2025

Bing performance

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by etex

"

Working with Creeper has been **transformational for our digital presence** in the German construction materials market. What impressed us most about Creeper was their **profound understanding** of our industry's unique challenges. They didn't approach our website as just another SEO project but took the time to understand how construction professionals research and specify building materials.

Tomasz Pluciński
Head of Marketing & Technical Development

"

What sets Creeper apart is their **understanding** that we're not just a website—we're a specialized manufacturing company with deep technical expertise that needs to be communicated effectively to a sophisticated professional audience. They helped us **bridge the gap** between our technical excellence and our digital presence, creating a website that truly reflects our capabilities and serves our customers' needs.

Mladen Stojanović
Product Manager

CONCLUSION:

A FOUNDATION FOR SUSTAINABLE SEO SUCCESS

The case of Siniat Germany demonstrates the **critical importance of a solid technical SEO foundation**. By using the **Creeper SEO Audit tool** to **identify** and **resolve** deep-seated **technical issues** and by **implementing a strategic content plan**, Creeper was able to not only **reverse a significant decline in organic performance** but also **lay the groundwork for sustainable, long-term SEO success**.

This case study showcases Creeper's ability to diagnose and solve complex technical SEO problems, delivering tangible results that translate into **increased visibility, traffic, and business growth**.

Get Your Free SEO Audit

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