

SEO Approach for thomasoilfieldservices.com

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First phase: get grounded and establish a working baseline

In the first 30 days, my focus would be on getting grounded in how the business actually runs and how SEO can realistically support it.

I would start by learning the core services and equipment offerings, which areas generate the most demand, where the company truly operates, and how leads are handled once they come in. For an oilfield services business, details like response time, availability, and compliance matter, so I want SEO to reflect what the team can deliver on the ground.

Alongside that, I would review the website at a high level to see how services are structured and how clearly they line up with how customers search. I would look at real search results for core oilfield services to understand what types of pages perform well and what competitors are doing effectively.

I would also check how the brand shows up across key platforms to make sure service names, terminology, and positioning are consistent and reinforce the same story.

By the end of the first 30 days, I would have:

- A clear picture of what the business prioritizes
- An understanding of how customers search and choose vendors
- A baseline of current visibility and messaging consistency
- Alignment on what SEO should focus on first

Second phase: tighten alignment and focus on what moves the needle

In the second phase, I would start tightening things up and focusing on areas that are most likely to drive results.

I would map high-intent search themes directly to the company's main services and equipment categories, making sure the site structure supports those searches clearly. At this stage, I would validate those assumptions with keyword research and map search themes cleanly to the most relevant pages. The goal would be clarity and intent—ensuring each page has a defined role and avoiding overlap—rather than building large keyword lists.

The priority here would be the pages that can directly generate leads: core services, key equipment offerings, and any location-driven visibility.

At the same time, I would make sure messaging is consistent wherever potential customers encounter the brand. That means using the same service names, value propositions, and trust signals across the website and other key touchpoints. Consistency here makes both SEO and conversion stronger.

Any content work during this phase would be practical and targeted. The goal would be to answer real questions site managers have, support sales conversations, and remove uncertainty during vendor selection—not to create content for its own sake.

By the end of 60 days, the foundation would be clear and focused:

- Priority services and pages are defined
- Search intent and page structure are aligned
- Keyword themes are mapped cleanly without overlap
- Messaging is consistent and credible

Final phase: optimize, measure, and adjust based on performance

In the final phase, I would focus on improving performance based on what the data is showing.

I would look closely at how priority pages are performing—not just rankings, but engagement and lead actions like calls and form submissions. This helps identify what's working and where small changes can make a real difference.

Based on that, I would refine keyword focus, page structure, and calls to action to improve lead quality and conversion. I would also stay flexible, adjusting priorities as demand shifts or as we learn more about seasonality and operational constraints.

By the end of 90 days, SEO would be:

- Actively contributing to qualified leads
- Aligned with how customers search and evaluate vendors
- Measured by outcomes, not just traffic
- Ready for ongoing optimization and growth

Summary

My approach is hands-on and practical. I focus first on understanding how the business operates, then align SEO tightly to real customer behavior, and finally optimize based on performance. The goal in the first 90 days is to build momentum with the right foundations in place and not overcomplicate things.