

Brief

To develop a new company website and ensure an SEO strategy that not only re-established its previous traffic levels as quickly as possible when posted live, but that these levels significantly grew over the following 12 months.



Client Profile

Cable installation equipment specialist for the electricity and telecommunications industries.

Deliverables

To maximise the sales potential of the Clydesdale website and increase its visibility within Google search results.

Our Approach

With our understanding of both 'search engine' and 'website' optimisation, the new Clydesdale site was developed to be optimised before the actual search engine optimisation work was even started. Each page was constructed to ensure maximum success within Google search engine results.

When the site was made live, a comprehensive SEO campaign was conducted across the product portfolio to guarantee the best visibility within Google search engine results.

Results

- During 12 months of SEO activity, the search term 'Clydesdale' has consistently appeared within the top 5 search results
- The 5 core search terms have consistently appeared within the top 5 search results during this period
- 70% of the other search terms, have consistently appeared within the top 10 search results (Google Search Page 1) during this period
- Over the examined period, overall site traffic had increased by a staggering 330% and has continued to experience sustained growth
- Based upon these successful results, Client has committed to another 12 months' of SEO activity