

CASE STUDY: OPTIMISED SITE BUILD

SEO[Thing]

BACKGROUND

[Streme Ltd](#) is a leading manufacturer and supplier of window and door screens for homes and businesses. Customers range from individuals buying products for their homes to large companies such as Coca Cola and Nestle seeking to comply with food safety regulations.

Prior to this project, the company had operated under a trading identity, "Window Screens UK".

A new site was desired in order to establish the business under a new name (Streme). Acquiring **sales via organic search** was a key goal in building a new site with a specific requirement that any SEO be **best practice** and avoid any risks to the site's long term future.

THE CLIENT NEEDED TO ACQUIRE RANKINGS RAPIDLY, WITH THE SITE LAUNCHING LESS THAN 6 MONTHS BEFORE PEAK SEASON



THE CHALLENGE

Streme's business is highly seasonal, with peak search volume occurring in the summer months.

With a site launch in April 2014, the client needed to strike a balance between **rapid acquisition of rankings** and the need to **avoid aggressive tactics** that could harm the long term future of the site. They also sought a partner who could provide general advice on areas beyond just SEO.

Streme asked SEO[Thing] to assess whether these goals were realistic. We confirmed that, with the right strategy, sustainable rankings could be achieved.

THE STRATEGY

In order to achieve results within the desired timeframe, we proposed a multi-faceted approach:

- **Technical changes** prior to site launch
- **Optimisation of content** for launch and
- **Offsite activities** to acquire initial rankings and to provide ongoing increases in organic traffic
- Supplementary advice on the site build, including **usability** and **mobile optimisation** recommendations



KEYWORDS & PLANNING

We used initial **keyword research** to identify any and all keywords of relevance, which were divided into short (launch), medium and long term targets.

In addition to priority keywords, we were able to identify approximately **150 related keywords** that were likely to result in a user purchase.

These keywords were then mapped to available and proposed content, creating a **content plan** that could be used to build the site and allow for future content opportunities.

TECHNICAL

During the site build, we conducted a complete technical analysis, briefing the development team on specific changes designed to:

- Give **all pages across the site** a relevance (and thus, ranking) boost
- **Optimise internal links** and their hierarchy
- **Avoid technical issues** such as duplication
- Implement **microformats** for better presentation in search results
- Provide the facility for editors and copywriters to **effectively optimise content without requiring developer time**

CONTENT

We were provided access to the development site's content management system which allowed us to specifically optimise each page of importance, including:

- **Titles**, designed to target relevant keywords
- **Descriptions** to increase clickthrough rate
- **On-page text**, to increase relevance
- **Images** and media

Post launch, we created a series of articles designed to target new keywords not currently used within content, which were added to the site directly.

OFFSITE

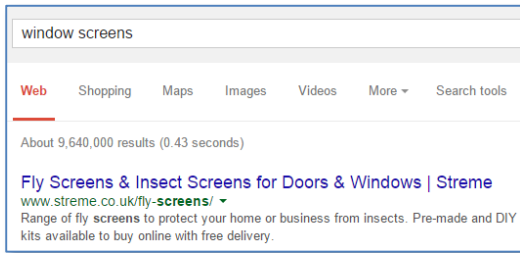
Our link research suggested that Google was likely to be devaluing links to competitors or that they were at risk of this occurring. With this in mind, we believed that a large number of links would not be required – rather **the right links would allow us to achieve rankings** while avoiding the risks associated with aggressive link development activities.

We used a number of techniques to acquire links, including:

- Targeting **industry-specific** websites
- Targeting **location-specific** and regional sites
- Ensuring good links from **partners and suppliers**



THE RESULTS



- TOP 3 RANKINGS FOR EVERY PRIORITY KEYWORD
- HIGH CONVERSION RATE
- RESULTS ACHIEVED IN UNDER 6 MONTHS

Following successful implementation, the site ranked in the **top 3 results for all priority keywords**, including 'window screens', 'fly screens' and 'insect screens' – the client's three most important keywords.

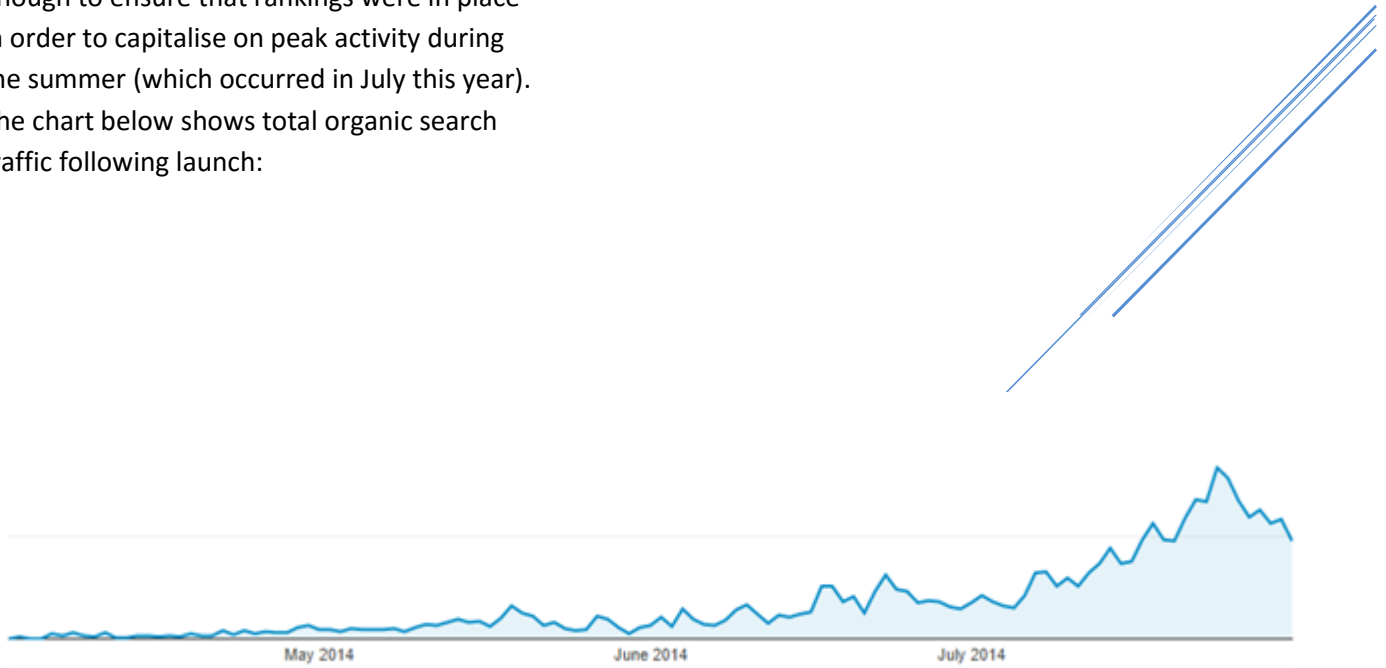
Rankings were achieved for keywords of varying degrees of competition, including:

Keyword	Ranking	Searches: Jul	Competing sites	Adwords cost per visitor
fly screens	1	18,100	4,430,000	£ 0.98
window screens	1	2,400	9,640,000	£ 1.03
insect screens	2	1,900	1,170,000	£ 1.15
cat screens	2	320	21,300,000	£ 0.12
pet screens	1	260	39,700,000	£ 0.26
pollen screens	1	40	406,000	£ 0.23
dog screens	1	20	37,100,000	£ 0.40

In addition, there were around **200 other keywords** that provided visits from organic search, covering the range of keywords identified during initial keyword research.



Our implementation strategy was effective enough to ensure that rankings were in place in order to capitalise on peak activity during the summer (which occurred in July this year). The chart below shows total organic search traffic following launch:



Organic search traffic over the period had an ecommerce **conversion rate of almost double the site average**. Visitors from SEO also had a **lower bounce rate** than all other sources, with the exception of referral traffic.

At the time of writing, Streme's site is now the **highest ranked site in its industry sector**, attracting more organic search traffic for relevant keywords than long-standing competitors and beating out challenges from larger sites like Amazon and eBay.



ABOUT SEO[THING]

SEO[Thing] provides **UK-based Search Engine Optimisation services and consulting**, with an emphasis on core values of **quality, transparency and ethics**. Our aim is to provide expert-level consultancy that delivers the results you need, while being open in our approach and in a way that complements your business goals – **without risking your reputation**.

The company was founded by **Andy Langton**, an industry veteran with more than a decade's experience of search engine optimisation, who has achieved enviable – and measurable - results for sites both large and small. Having worked in the industry for so many years, Andy realised that there was a clear need for a company providing **no-nonsense SEO**, with a **friendly, transparent approach**, but still delivering **great results**.

Andy has worked on websites both large and small, including national newspapers like [The Telegraph](#) and [Daily Mail](#) and large e-commerce sites like [Cafepress](#) and [Confetti](#). He's also achieved results in highly competitive industries like gambling, with the likes of [Paddy Power](#) and [Quicksilver](#) and the financial sector, for high profile organisations like [Investec](#) and [Moneycorp](#).

- CALL: 0208 123 8186
- EMAIL:
SALES@SEOTHING.CO.UK
- VISIT: SEOTHING.CO.UK

