

Case Study

Client: China Works
Industry: Facilitating Chinese Manufacture for UK businesses
Date Briefed: November 2008

China Works contacted Your SEO with the following online issues:

- Low traffic volumes
- High bounce rate
- Low number of conversions from Visitor to Customer

The following initial recommendations were made:

- Low traffic volumes
Thorough keyword research to identify highly relevant, popular search terms with relatively low levels of competition across the web.
- High bounce rate
In order to engage visitors and create more ranking opportunities, a blog was installed to add more content on a regular basis. This also provides fresh content which the Search Engines love.
- Low number of conversions from Visitor to Customer
Test variations of layout, calls to action and page copy to identify the best converting option.

Work performed:

- Full site audit. This cleaned up the code and rectified duplicate content issues
- Crawlability review. Required to ensure that Search Engines have the best chance of indexing all available and appropriate content
- Full and thorough Keyword Research & Analysis
- Full site optimisation, based on chosen popular keywords/search terms
- Blog installation and consulted on copyrighting for link bait
- Use of Social Media sites to grow referral traffic and link popularity potential

Results:

- Within two months there were dramatic ranking improvements (Google Page 1) for a number of popular terms.
- A visible reduction in the Bounce Rate was achieved also within two months.
- An increased number of leads (during an economic downturn) and conversion of visitors to actual business occurred within three months.

Client Recommendation:

“Through the efforts of Your SEO Consultant, we not only achieved 1st page, and in many cases first place on 1st page, for a number of popular and competitive keywords, but the volume of traffic to our website has noticeably increased. More importantly, and correctly identified by Matt has the #1 priority for our business, we have achieved our target of increasing the number of solid leads and conversions received on a daily basis.

Last month brought record turnover to our business and I have no doubt that a great deal of our recent success can be attributed to the Online Marketing Strategy devised by Your SEO Consultant.”

Adam Herson, China Works - www.china-works.co.uk - August 2009

