

Optimise your website for business success

Search engines, like Google, Bing and Yahoo!, give greater prominence to websites that have certain features.

That includes content written and displayed in a particular way. The process of making your website attractive to search engines is called **Search Engine Optimisation**, or **SEO**.



[Click here to view our Web Copywriting and Web News brochure](#)
(PDF 2.5mb)

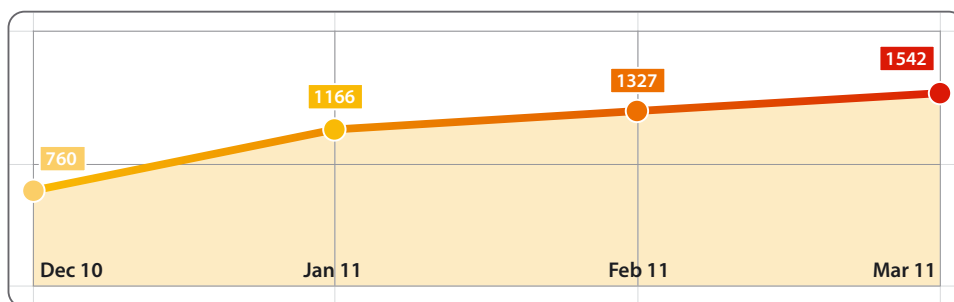
SEO in action – a case study

Our client, a rental company, wanted to increase website visibility after revising its product range – it also wanted to attract more customers in the south of England.

Our **Web Copywriting** and **Web News** service provided the key to **increased** traffic, **longer** visit duration and **greater** geographical reach.

Number of visits

December 2010 - March 2011

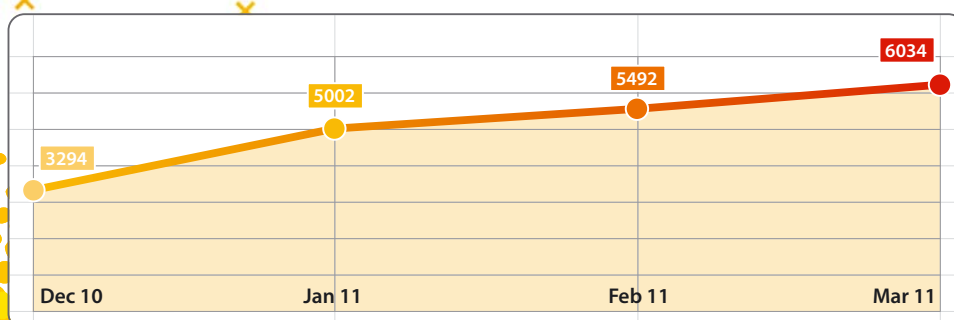


103%
increase over
4 months



Page views

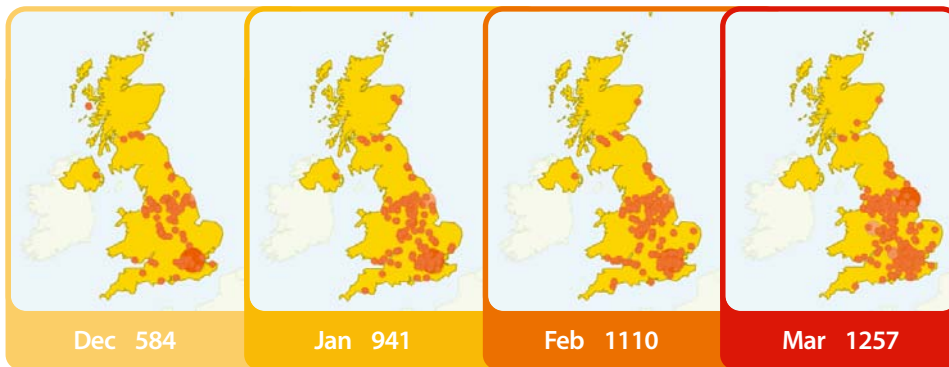
December 2010 - March 2011



83%
increase over
4 months



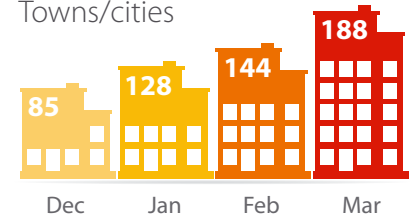
Geographical coverage - UK visits



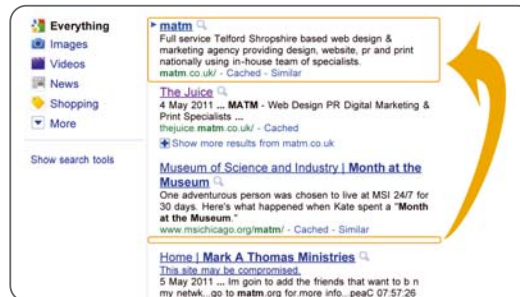
115%



Towns/cities



Google ranking



Goal – overtake competitors and achieve No.1 for 25 selected keywords.

After 4 months – 11+ keywords ranking No.1 on Google, 22+ on Page 1. **Overtaken competitors in key sectors.** Some rank higher than manufacturer sites. Consistent results for .co.uk and .com

Benefits - at a glance

| | |
|-------------------------|---------------------------------------|
| Higher rankings | Overtaken competitors in key sectors |
| Greater coverage | 115% increase in UK visits |
| More page views | 83% increase in page views |
| More enquiries | Increase in customer hire/sales calls |



The figures speak for themselves. But, even without seeing them, this SEO campaign has clearly made an impact, with more customer leads generated. It's definitely good for our business.

Client response



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Do you want to optimise your website for business success?

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