

International Search Engine Optimisation Project # 3



Financial Services

Off-shore company seeking UK customers.

Company Bio

An international corporation wished to increase traffic to their suite of sites aimed at UK customers.

The client had a large repository of poorly indexed and optimised content.

They needed advice on how to make their content more accessible on the search engines in order to increase inquiries.

What I Did

It was decided to re-structure the sites and make them more focused as a form of resource for the consumer. Pre-existing content was made available at key opportunities to reduce bounces among other things.

I improved the technical foundation of the site using my 50+ point checklist which ensured it would load fast in all target locations.

"Amazing work on the rankings Matt!"

Marketing Director

Results Year On Year	Initial agreed first page rankings.	Agreed first page rankings after 8 months	Agreed first page rankings after 12 months	Agreed first page rankings after 18 months
	8	16	20	42