

International Search Engine Optimisation Project # 2



Marketing Agency

UK based seeking international exposure

Company Bio

Established for over five years and specialising in tech marketing, my client was looking for increased international traffic, exposure and enquiries.

Content was a fundamental part of my client's output but it was not being found.

What I Did

I improved the technical foundation of the site using my 50+ point checklist which ensured it would load fast in all target locations. Additionally I improved the UI/UX, integrated the site with InfusionSoft and created landing pages. Careful attention was given to call to action placement across all templates.

Pre-existing high-value content was re-purposed to act as collateral on new landing pages.

"It really works Matt!"

MD

Results Year On Year	Organic traffic increase after 3 months	Organic traffic increase after one year	Organic conversions after 3 months	Organic conversions after 1 year
	+167% - 9,178	+207% - 10,146	+238% - 54	+196% - 80



About SEO Shelter

SEO Shelter is the site of Matt Atkinson a UK based search optimisation specialist.

seo-shelter.uk