

How We Boosted a Digital Marketing Agency's Rankings and Set the Stage for Growth

SEO STRATEGY CASE STUDY



THE CLIENT

WHO ARE THEY?



A Digital marketing consultant and small business marketing expert based in the UK

WHERE WERE THEY BEFORE WORKING WITH US?

They were developing a new website and its success depended on ranking for certain service keywords.

They had seen some growth in 'Marketing Consultant' rankings and aimed to use SEO to move from minor to major league status.

They believed that their struggle to build a million-pound business was due to not appearing in the Top 3 search results for profitable keywords.

THE PROBLEM

WHAT PROBLEM WERE THEY FACING?

They struggled to rank their website for service keywords and lacked a clear understanding of what was needed to surpass competitors on Google SERP.



WHAT DID WE DO TO SOLVE IT?

To solve the issue, we crafted detailed SEO competitor analysis reports to complement a broader marketing strategy.

We also developed robust strategies for lead generation, sales funnels, and automated email marketing.

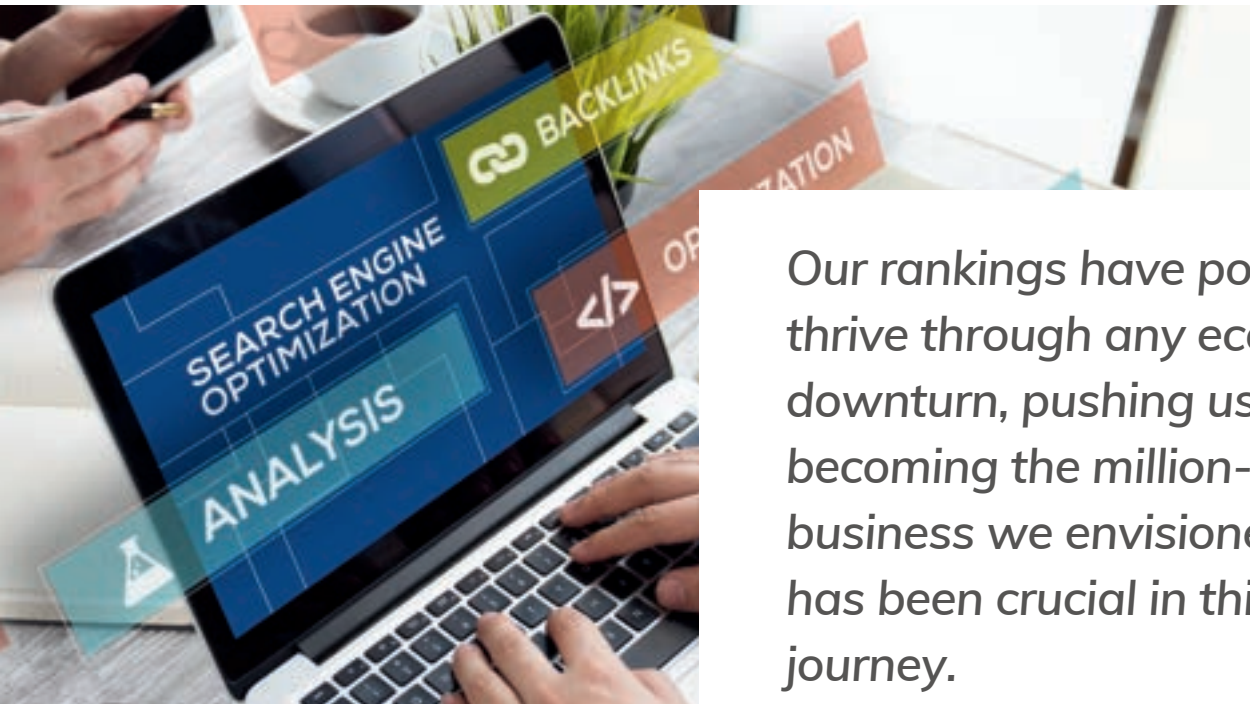
Furthermore, we delivered targeted training and SOPs for key tools like Semrush, Ahrefs, and Google Analytics to optimise and assess our SEO and PPC efforts.

THE OUTCOME

WHAT RESULTS DID WE ACHIEVE?

We authored six in-depth, 3000-word SEO analysis articles showcasing the agency's competitor analysis skills.

These articles significantly enhanced their digital presence, increasing indexed keywords by 270% (from 25 to 220) and boosting monthly website visits by 780% (from 27 to 210).



Our rankings have positioned us to thrive through any economic downturn, pushing us towards becoming the million-pound business we envisioned. Your role has been crucial in this epic journey.

ARE YOU READY TO SCALE YOUR BUSINESS WITH MARKETING STRATEGY AND LEADERSHIP?

BOOK YOUR MARKETING CLARITY CALL