



SEO - Case Study

Client: Eatons solicitors



“87% of search engine users would rather switch to a different search engine than browse beyond the first 20 positions”

Source: NEC Research Institute

Key Facts:

- Key phrases were identified with the client
- Intheopen analysed these phrases to ensure the optimum traffic would be achieved
- Quality inbound links were obtained

Key Stats:

Traffic increase - Month 1	85%
Top 20 positions after 2 months	326
Average unique visitors per month	1,000
Key phrases identified	98

About intheopen:

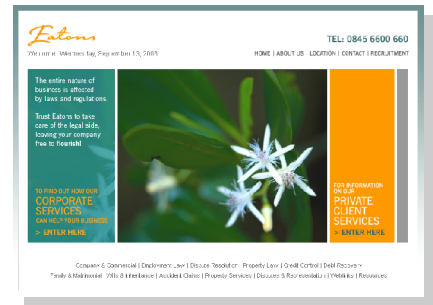
- We only use ethical white hat techniques
- We achieve our results through hard-work and earned knowledge
- Our results are measurable
- We are a business based on results!

Challenge

Eatons solicitors had already tried Search Engine Optimisation for almost a year with a large optimisation company. Although they were ranking quite well with the major search engines they were still not ranking as high as they would have liked for local phrases and were not ranking at all for the more generic terms.

The clients request to us was to help improve the local rankings, to look at the work required to gain positions for more generic terms and phrases and to increase the amount of traffic coming to the site.

Intheopen were commissioned to improve search positions even further and to increase visitor to customer conversion.



Our Solution

Our first task was to look at the existing site and see what search engine optimisation had been done already and what could be improved. This revealed some simple, but effective tweaks that would ensure the search engines had no difficulty identifying the important keywords and phrases.

The next task was to look at the number and quality of inbound links to the site. This was a key area that needed to be improved. Our task then was to locate sites that were of a high-quality, were in related businesses, but not competitors and to approach them to see if they would consider linking to the Eatons website.

The Results

After only one month we had gained an additional **41 first place positions** on the three main search engines - Google, Yahoo! and MSN. And in total **141** key phrases had **moved up** the rankings across the same three search engines.

Our on-going service means that these results will continue to improve and that we will introduce new phrases as required as well as look at how the visitors are behaving whilst on the site, to see where improvements can be made to increase the visitor to customer conversion rate.