



SEO - Case Study

Client: Hire Station

“Google, Yahoo! Search, MSN Search and Ask Jeeves power 81% of all search traffic in the UK”

Source: Hitwise

Key Facts:

- Key phrases were identified with the client
- intheopen analysed these phrases to ensure the optimum traffic would be achieved
- Specific pages were introduced to help the sales process

Key Stats:

Traffic increase	400%
Page 1 positions after 3 months	64
Average visitors per week	600
Key phrases identified	70

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

The Hire station website had just been redeveloped, but historically had very low rankings on any of the search engines and next to no web-traffic.

The challenge given to intheopen was to place the hire station website clearly in front of search engine users who require the services that Hire station offer.

The tool hire industry is a highly competitive business, and despite the fact that Hire station are once of the biggest operators in this sector, this holds very little weight with the search engines.



The search engines base their rankings on the website alone and not on how well the business is perceived by consumers or how many branches it has across the company. So in essence intheopen were starting with a brand new business as far as the internet was concerned.

The sort of challenge that we thrive on!



Our Solution

The first stage was to identify the keywords and phrases that would bring the optimum number of site visitors who are looking for Hire stations products and services. After meeting with the client we gained a clear view of how their business objectives. This allowed us to accurately research the terms and phrases that potential customers were entering into the search engines.

Once we had a clear view of who we needed to target and how these potential customers were utilising the search engines we were able to create an internet marketing strategy to attract an increase in visitors to the site.

The Results

After only one month we had already managed to achieve a significant improvement in how the search engines ranked the Hire station website. After 3 months the site had gained an impressive **64 first page positions** across the three main search engines - Google, Yahoo! and MSN. With **many first place positions** in each.

Our on-going service means that these results will continue to improve. Not only that, but our unique approach to SEO means that we will introduce new phrases as required to maintain an edge over the competition. We will continually review how visitors behave whilst on the site, to see where improvements can be made to increase the visitor to customer conversion rate.