



## UK Flowtechnik

### THE SEO STORY

Flowtechnik are specialists in flow metering, pumps couplings and process measurement equipment based in Nottingham.

Fifteen started managing Flowtechnik's SEO campaign in September 2015, in order to help meet their business objectives. Their main goal was to appear on the first page of Google for their main keywords which they felt would result in business growth. They were not implementing a keyword focused strategy meaning they were not capitalising on their results.

## *The objectives*



**Increase** organic traffic flow



**Gain** 1st page positioning for all variations of the keyword 'flow meter'



**Strengthen**  
the website's link profile



**Increase** enquiries

## *The strategy*

Working closely with Flowtechnik, Fifteen got to work with implementing a fully integrated SEO strategy. As mentioned, Flowtechnik wanted to push their 'flow meter' keywords. The goal was to increase SEO performance for these keywords, and ultimately revenue for such products through appearing on the first page of Google. Over the first three months, Fifteen worked closely with Flowtechnik to ensure these objectives were met and targeted keywords for optimization. This was alongside a quality back linking strategy to ensure domain authority was increased through gaining more trust from Google.

# Results

Below are some of the key highlights:

**22**

keywords ranking  
number 1 on Google

**4**

out of 22  
chosen targeted keywords

0 2 4 6 8 10 12 14 16 18 20 22



**105%**  
increase  
in site traffic



**62%**  
increase  
in page views



**decrease**  
in bounce rate



**increase**  
in enquiries