

SEO Case Study



THE SEO STORY

MAS (Midlands Asbestos Solutions) started their SEO campaign with Fifteen in July 2010 after the completion of their new website. The campaign was implemented to boost traffic to their website as well as drive conversions.

MAS have seen massive gains throughout the years from their SEO strategy and are benefiting from a stable SEO campaign on their main keywords in the Google rankings.

The objectives



Increase
website traffic



Drive
conversions

10

Focus on
ten core keywords



Optimise
user experience

The strategy

A fully integrated SEO campaign was created focusing on ten keywords incorporating local cities as well as generic keywords.

Onsite optimisation was the first task ensuring a full site audit is completed each month.

A solid backlinking strategy was created to ensure MAS's online visibility increased month after month.

Key highlights

Domain Authority increased by **364%** since the start of the campaign

28

Citation Flow

35

Trust Flow

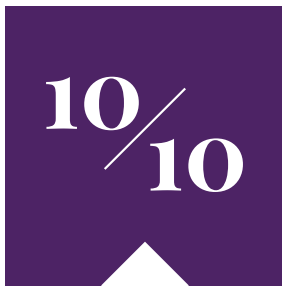


238.59%
increase
in sessions



219.98%
increase
in new users

Keyword ranking



Top 10 keywords on
page one of Google



Number of keywords in
positions one and two

What they say about us

"Fifteen were professional, helpful and efficient in all of their work. The new website they've designed for us is superb and has increased the number of enquiries we are receiving due to the SEO and PPC work they've done."

Darren Skinner
Director, Midlands Asbestos Solutions