

# CASE STUDY



# SHUTTERWORLD.CO.UK

CLIENT	Shutter World - Specializes in offering custom-made shutters across the United Kingdom.
BUSINESS BACKGROUND	This website is a leading shutter provider in UK. It provides largest selections of unique and high quality shutters.
MARKET COMPETITION	Competitors include numerous strong sites "coolshutters.co.uk", "perfectshutters.co.uk", "thegreatshutterco.co.uk" and others with many years of site age and a wide range of inbound links.
PROJECT GOAL	<p>This leading shutter store in United Kingdom was losing online market share, and they got in touch with SEMRISE for web strategy and a complete, full-spectrum SEO campaign. The client's goal was to get on top for the major keywords like</p> <ul style="list-style-type: none"> <li>• angled shutters</li> <li>• angled roller shutters</li> <li>• arched shutter</li> <li>• blackout shutter blinds</li> <li>• arched window shutters</li> <li>• remote shutters</li> <li>• shutters arched windows</li> <li>• curved bay window shutters</li> </ul>
TASKS & CHALLENGES	<p>And others 40 Keywords and utilize organic search (SEO) to increase lead volume and market share.</p> <ul style="list-style-type: none"> <li>• Keyword research for effective Internet Marketing</li> <li>• Content Marketing to attract potential customers</li> <li>• Make the webpage SEO friendly to get crawl frequently</li> <li>• Optimize the targeted keywords in Major Search engines</li> <li>• Achieve rankings for keywords that searchers use online</li> <li>• Increase the ROI of their Business</li> </ul>

# SHUTTERWORLD.CO.UK

## ACTIONS

The Link Building campaign was started in Feb 2018, as a result of significant jumps in ranking in the first month (Trial Plan), client went forward with 6-month organic search contract.

SEO Team at SEMRISE developed promotional materials like InfoGraphics, PPTs, did Content Marketing, created and optimized videos, integrated and promoted strategic social channels and other ethical Link building stuff to achieve rankings and to drive traffic.

## TIME FRAME

Feb 2019 - On going

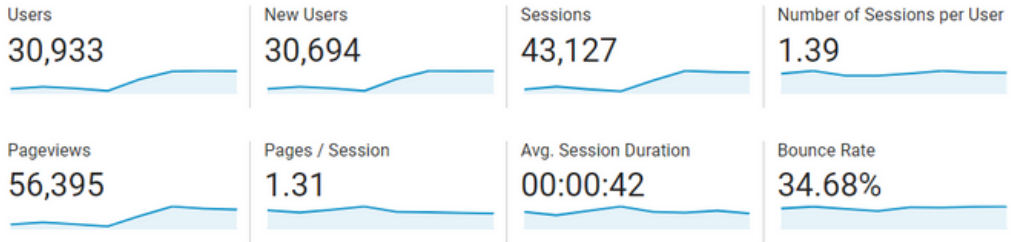
The Project was under Trial Plan in the month Feb, after the initial success, the Project was upgraded with more keywords and is still an On-going project at SEMRISE.

## RESULTS

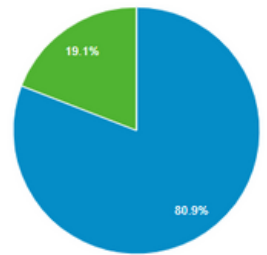
Total organic traffic increase of 107.61% in just 6 months. These are significant numbers, the most important of which being the number of additional inbound leads.

Default Channel Grouping	Acquisition			Behavior		
	Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>
	<b>30,933</b> % of Total: 100.00% (30,933)	<b>30,694</b> % of Total: 100.00% (30,694)	<b>43,127</b> % of Total: 100.00% (43,127)	<b>34.68%</b> Avg for View: 84.68% (0.00%)	<b>1.31</b> Avg for View: 1.31 (0.00%)	<b>00:00:42</b> Avg for View: 00:00:42 (0.00%)
1. Organic Search	<b>24,454</b> (79.08%)	<b>24,347</b> (79.32%)	<b>35,238</b> (81.71%)	19.26%	1.18	00:00:35
2. Social Media	<b>2,785</b> (9.01%)	<b>2,758</b> (8.99%)	<b>3,258</b> (7.55%)	27.37%	2.30	00:01:31
3. Referral	<b>1,729</b> (5.59%)	<b>1,721</b> (5.61%)	<b>1,961</b> (4.55%)	43.22%	1.42	00:00:51
4. Other	<b>905</b> (2.93%)	<b>896</b> (2.92%)	<b>1,039</b> (2.41%)	76.80%	1.50	00:00:37

# SHUTTERWORLD.CO.UK



■ New Visitor ■ Returning Visitor



## CLIENT'S REMARK



**Ken Luke**

✎ 11 reviews



✓ Invited

Nov 15, 2019

**Very impressed with the quality of...**

Very impressed with the quality of service offered by Semrise

I have been with them for quite a while and they are getting results

## CONCLUSION

It can be analyzed that Web presence of shutterworld.co.uk got more strong and hyper with the SEMRISE's SEO campaign. The Organic Channel i.e. traffic from Search Engines have contributed as main source.