



SEO CASE STUDY

Legacy mail company looking to keep pace in mature market



Objectives

1st Class have provided mail room equipment to small, medium and large businesses for over 25 years. In a mature industry, market share is everything and they wanted to use SEO as a means of driving traffic away from their competitors and reminding the market of their expertise.



Challenges

1st Class did not have the required skillset within the business to deliver this SEO strategy and as this was a trial run, they did not want the expense of a new member of staff. They needed an outsource service that could provide the skills but without the ongoing employment cost.



Solutions

Marketing Outsource was drafted in to begin optimising for 20 keywords, as a proof-of-concept campaign. Working against three other major established competitors, Keyword research, on & off page SEO, backlink building & blog writing was the backbone of this campaign.

OUTCOMES

Increase In Traffic

In the first 12 months, the SEO work carried out increased web traffic from 5 visits to over 275 visitors per month.

Higher Authority

With an initial domain authority score of 0, within the first 12 months of SEO improvements, 1st Class's domain score increased to 9.

Better Ranking

Initially with only 0 keywords in the top 100 positions of the search results, 1st Class now ranks for 92 keywords, 7 on page 1..



"In a highly competitive and mature market such as ours, any small advantage can help to turn the tide. We have now ensured that our voice will be heard and that we will be in as many prospective sales conversations as possible"

STEPHEN HENDERSON

Co-Director, 1st Class