

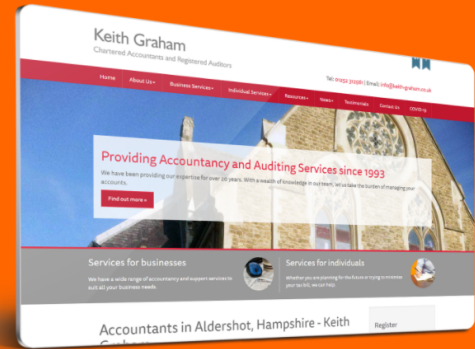
Keith Graham

Keith Graham approached Web Results looking to grow their search engine presence with a particular focus on their local area of Aldershot and Farnham. The long-term objective was to use their organic presence to support their growth and expansion into the wider areas of Surrey and Hampshire.



160% Increase in Organic Search Enquiries

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Who Are They?

Keith Graham is a firm of Chartered Accountants and Auditors. Founded in 1993 the firm offers a range of accountancy services in Surrey and Hampshire to individuals and businesses.

Keith Graham has pursued a growth strategy since its inception and recently this growth strategy has included digital channels, with organic search traffic forming the cornerstone of this current approach.

What Were Their Objectives?

As a locally focussed service provider, the firm were keen to target strong organic search rankings for the local towns of Aldershot and Farnham, with the scope increasing in the second phase of the campaign to target Surrey and Hampshire in order to support its long-term growth objectives.



160% Increase in Organic Search Enquiries



77% Increase in Organic Traffic



100% Increase in New Organic Visitors



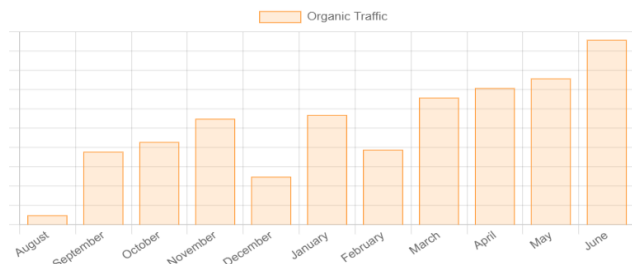
46% Increase in Organic Conversion Rate

What Did We Do?

We achieved local **organic ranking dominance** early on in the campaign through focussed on-page optimisation and content improvements.

Throughout the second phase of activity, we worked closely with Keith Graham in order to develop a new, responsive website, giving the room and scope to target the broader markets of Surrey and Hampshire with the firm's service-orientated keywords.

This element of the campaign was achieved through ethical on-page optimisation activity and the improvement of the firm's online profile across the web.



What Were The Results?

Quarterly organic traffic volumes increased by 77% in the first phase of activity, with an associated 100% increase in the numbers of new organic search users to the site. Goal completions (enquiries) increased by 160% and the overall organic conversion rate was up by 46%.