

# TraffiGlove

TraffiGlove partnered with Web Results in order to receive expert consultancy throughout the design and development process of their new, responsive website. The objective of the campaign was to ensure TraffiGlove retained and grew their organic reach post-launch.



95% Increase in Organic Search Enquiries

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## Who are they?

Established in 2008 and based in Berkshire, TraffiGlove is an industry leading designer and manufacturer of PPE safety gloves. Responsible for inventing the original colour-coded traffic light system that shows you the cut protection level of your gloves at a glance, its innovative and proven hand protection system is reducing hand accidents and saving costs across a range of industries around the world.

## What Were Their Objectives?

At the beginning of our partnership, TraffiGlove was in the process of launching a new mobile responsive website. The new site was a complete overhaul, with fresh content and a new site structure.

As any major site relaunch can negatively impact organic search traffic if not carried out according to SEO best practice, we needed to ensure that the organisation did not lose any of the strong organic rankings that the site benefited from, and that organic search traffic continued to build following the new site launch.



95% Increase in Organic Search Enquiries



40% Increase in Organic Traffic



39% Increase in Organic Conversion Rate

## What Did We Do?

We provided detailed technical **SEO consultancy** and site launch support to TraffiGlove and its designers throughout the site build project in order to ensure no authority was lost (in the eyes of the search engines) as a result of the new site launch.

In addition, the on-page elements of the new site were fully optimised for search engines and all the technical SEO elements were fully managed and implemented in order to ensure that the new site performed to its full potential post-launch.

## What Were The Results?

Instead of the potential drops in organic search traffic that can often be seen following site relaunches, we saw organic search traffic increase by 40% in the four months following the launch. This strong organic performance was further reinforced by a corresponding increase of 95% in the number of organic goal completions and a 39% increase in the organic traffic conversion rates.