

Search Engine Optimisation for a B2B e-commerce website

Gopak's e-commerce website <https://www.gopak.co.uk/> sells lightweight, portable folding aluminium tables, chairs and staging. The company started in 1947 as a one man operation, manufacturing innovative pieces of furniture from a small workshop in Mayfield, East Sussex. They now sell 100s of folding tables, chairs and staging, to suit every requirement and their website has enabled them to reach the whole of the UK. Search engine optimisation (SEO) was essential for allowing them to fully utilise the e-commerce aspect of their website and reach the widest possible audience. **In 6 months we facilitated a 64% increase in online transactions and the monthly revenue of the site doubled.**



The Brief:

Gopak gave us six months to take their brand to a wider audience through natural search and prove that it was a worthwhile investment.

Our Strategy:

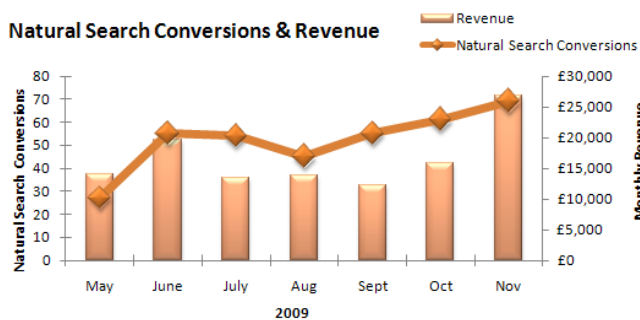
Following an SEO Audit, to determine Gopak's top 10 keywords we carried out the following:

- Optimised meta data for keywords
- Created optimised content
- Resolved technical SEO issues
- Made conversion optimisation recommendations
- Syndicated keyword rich articles
- Submitted to directories
- Improved Gopak's Google product listings

The Overall Integrated Search Results:

- **Monthly revenue of the site doubled** in 6 months as a result of our natural search campaign.
- **www.gopak.co.uk** moved from **number 8 to number 1 on a UK Google** search for 'folding tables', their top revenue generating key phrase.
- Natural search **traffic increased by 40%**.
- The number of **online transactions tripled** in 6 months.
- The **average order value increased by 17%**.
- The number of keywords sending natural search traffic increased.

The Results:



Testimonial

Following the successful upgrade and re-launch of our e-commerce site early in 2009, our web developers introduced us to SiteVisibility. We appointed SiteVisibility to improve the natural search positions of the key phrases relevant to our business and agreed specific, measurable objectives in this area. One year on and our initial goals have been met - we are now working together to further consolidate our position with the key search engines.

We have also appointed SiteVisibility to introduce us to the opportunities that Social Media offers our business.

We have been very impressed with the work carried out by SiteVisibility, their professional approach and their ability to report on their work in a measurable, clear and concise manner.

Andrew Fieldwick – MD, Gopak

To find out how we can do the same for you:

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