

DELIVERING 33% INCREASE IN ORGANIC TRAFFIC

Penalty recovery and SEO strategy



Contour Casings

Contour Casings is a market leader in Safe Surface Temperature radiators, Column Casings and Architectural Fabrications. Offering comprehensive innovative products and encompassing an end-to-end service, to deliver projects on time and on budget.

“SiteVisibility created a solid SEO strategy that regained our loss of Organic traffic and keyphrases. This resulted in a 33% YoY growth and regaining lost revenue to the business” **Leigh Simpson,**
Managing Director

Executive Summary

SiteVisibility was tasked by Contour Casings to recover keyword rankings and organic traffic levels, which had been negatively impacted by a Google penalty and unsuccessful site migration.

Challenges

Contour Casings wanted to recover not only their Organic traffic but more specifically terms around ‘Radiator Guards’ which were their biggest selling product. These keyphrases had previously plummeted to page 6 and beyond which had negatively effected revenue to the business.

How SiteVisibility Helped

Technical

SiteVisibility led the Technical SEO Strategy to improve SEO performance and results including auditing and updating Google Analytics to ensure that it was collecting the correct data. A measurement plan was created, to include Google Analytics event tracking and goals set up. With a better understanding of website performance in relation to marketing activity, Contour Casings now has a clearer view on the user journey and marketing performance.

Other key technical areas that SiteVisibility assisted in were -

- Successful site migration
- 404 “Not Found” Pages
- Duplicate Page Generation
- Keyword Cannibalization
- Sitemap
- URL Case Sensitivity

Content Recommendations

SiteVisibility devised a content strategy to improve and optimize the content on the Contour Casings site and their product offering.

The keyword research undertaken aimed to gain back the lost rankings and traffic for previously highly ranked terms. It also unearthed new terms and phrases that drove user intent and these were used to improve and/or refocus onsite content.

The aims of this activity were;

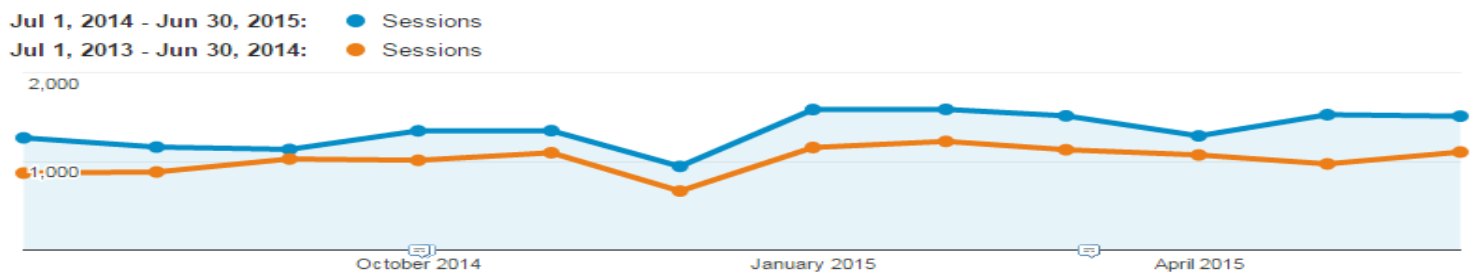
- Increase in enquiries/leads
- Increase in overall time spent on site and number of pages viewed
- Improve site engagement

Following the implementation of this strategy, Radiator Guards pages showed excellent results with sessions increasing by over 50% and keyword rankings moved from page 6 to page 1.

Results & Return on Investment

Comparing 2015 with 2014, Contour Casings experienced a significant uplift in business including:

- Organic traffic grew 33%
- New users increased by 38%
- The value of quotable enquiries grew by 25%
- Revenue increased by 68%



To find out more about how SiteVisibility can help deliver digital growth email grow@sitevisibility.com or call 01273733433