

**111%****increase in new users**

WITHIN ONE YEAR

**165%****increase in clicks**

WITHIN ONE YEAR

**104%****impressions increase**

WITHIN ONE YEAR

**2k****page view increase**

IN ONE QUARTER

## PWM Sales Ltd: SEO Success

### ABOUT

PWM Sales Ltd is a family-run company providing industrial concrete surfacing product tool hire and sales. Products they provide include; floor grinders, dust extractors, industrial vacuums and dust separators and interceptors. They operate from a large warehouse in East Yorkshire, UK, and are a reputable business with over 30 years concrete surfacing experience.

### CHALLENGES

Following to the launch of their new website a few years back, the organic traffic for PWM Sales' website had begun to decline, and their online website ranking was falling. As a manufacturer of their own product lines, this had an impact on their online sales and market share, as most custom had previously come through via their website. Our client needed a solution to drive traffic – online users in the market for their products specifically – and increase their online presence impactfully, with results they could measure. The client's ultimate aim was to recover their organic traffic and also their market share in organic traffic in their vertical.

### SOLUTIONS

**SEO:** We implemented a range of technical SEO techniques, on-page and off-page SEO strategies, and keyword-rich content across our client's website as part of an ongoing SEO campaign.

### RESULTS

#### Quarter over Quarter:

The organic sessions increased by 2%  
The page views increased by 2K - a 12% increase  
The pages per session increased by 11%  
The impressions increased by 32K - a 17% increase

#### Year over Year:

The organic sessions increased by 104% year on year,  
The new users increased by 111%  
The page views increased by 16%  
impressions increased by 45K - a 139% increase YoY  
The clicks to the website increased by 165%  
The click-through rate improved by 11%

*A very professional company that operates at a personal level. Our new website was performing badly in many areas. Local IQ quickly identified the issues and started the correction process. After just a few weeks work there was a marked improvement in all areas. Our contact, Ismail Sisman, has been excellent throughout the process and will gladly take the time to explain the different processes involved in depth and also the reasons behind the process. He has a complete understanding of Google and SEO. We are now just over halfway through our contract with Local IQ and have no regrets and for sure we selected the correct partners to work with and remain very confident the progressive improvements to our SEO will continue"*

**Paul Welburn, Director, PWM Sales Ltd**