



3451%

Increase in Gross Sales

658%

Increase in Impressions

280%

Increase in Keywords

Ultimate Gaming Paradise

ABOUT

Ultimate Gaming Paradise is a boutique company founded in 2013 run by gamers, for gamers offering products from companies like ASUS, Xbox, and PlayStation to customers across the UK.

CHALLENGES

The customer is in a highly competitive industry and came to us with the goal to increase brand awareness and sales. The customer was keen to become one of the go-to websites to buy consoles, PC components, and games, whilst competing with other well-established eCommerce companies and retailers.

SOLUTIONS

Following extensive competitor and keyword research, LOCALiQ created a strategy to achieve the customer's goals.

This strategy included improving the content across all store category pages, improving the user experience with a new Store Homepage and helping to design a website homepage working closely with the client, and optimising existing site content.

RESULTS

Our SEO campaign improved the website's impressions by **658%** and increased their clicks by **417%**. Since the start of the campaign, there has been a **274%** increase in keywords. The website now ranks for **3,327 new keywords** and **333 improved keywords**, with keywords in positions 1 – 3 increasing by **283%** and positions 4 – 10 increasing by **111%**.

In addition to the increase in brand visibility and rankings, there has been a **3451% increase** in gross sales since the start of the campaign.

“It has most definitely been very, very impressive on the numbers. I monitor them daily and am very happy with what I'm seeing.

More and more product search terms are resulting in good rankings.

Matthew, Director of Ultimate Gaming Paradise