

# SEO Case Study



## THE SEO STORY

Hydrotechnik is one of the UK's leading test and measurement equipment distributors and manufacturers, based in Nottingham.

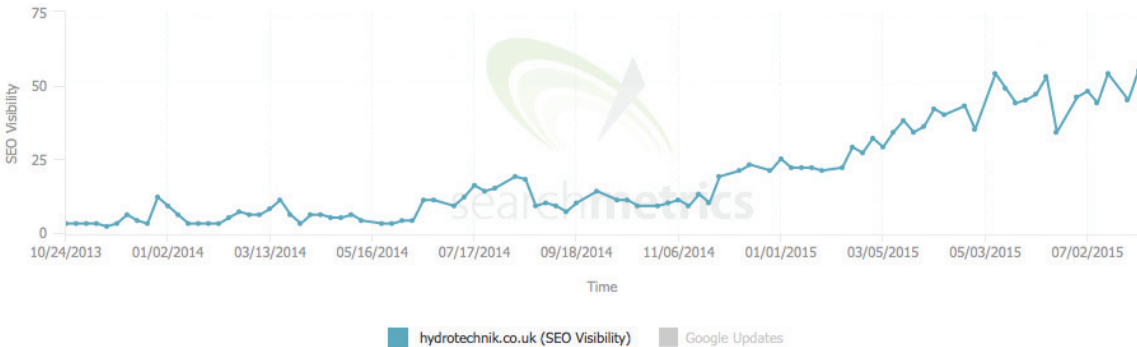
Hydrotechnik joined Fifteen in April 2014 to help increase traffic to their website and get them higher up in the organic listings on Google for specific keywords such as 'pressure sensor', 'pressure transducer' and 'pressure transmitter'. This was after the SEO work Fifteen had already managed for the two sister companies of Hydrotechnik.

## The strategy

We were set an aim by Hydrotechnik to appear on the first page for the keywords on the following page which we accomplished within a couple of months. Our work now consists of maintaining their current position as well as getting them higher up on the first page of Google. Therefore, a phased approach was adopted to ensure we continue to hit Hydrotechnik's overall business objectives.

## Results

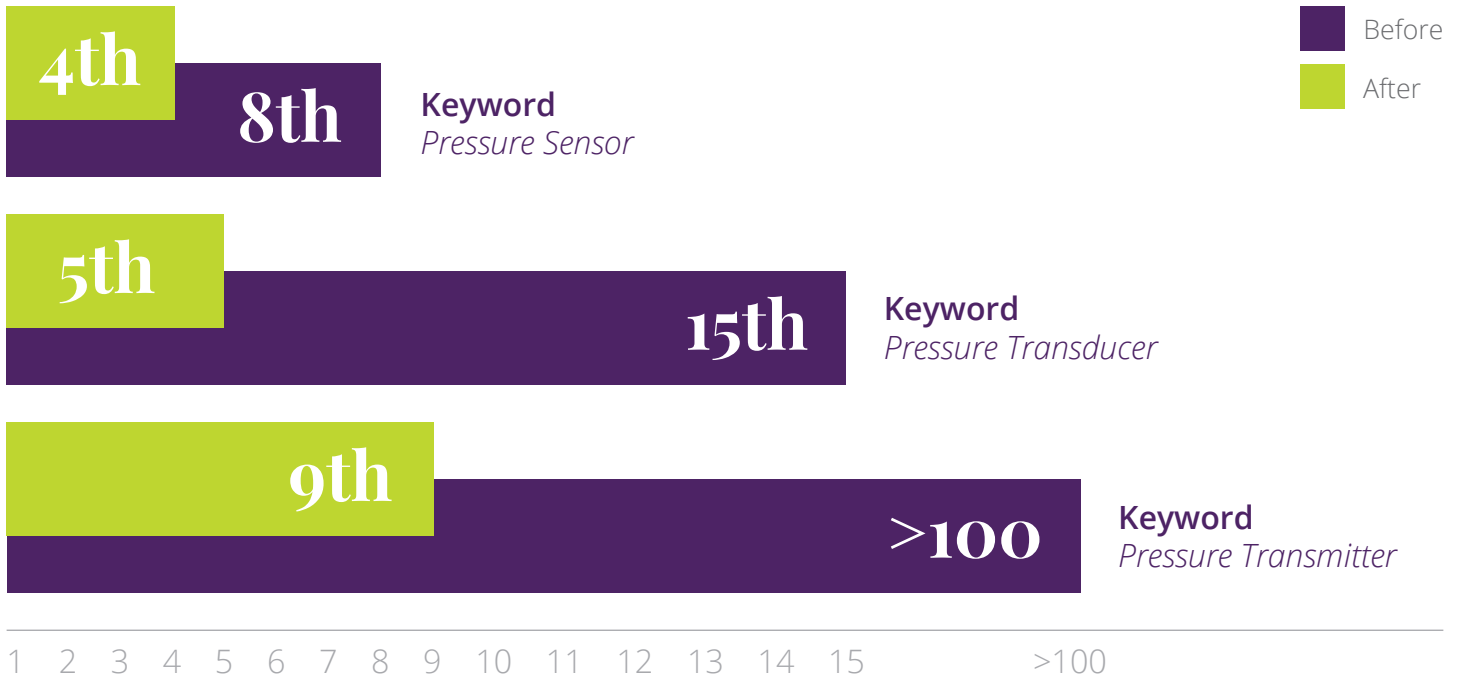
61% increase in conversion rates over three months



This is only the beginning of a long term project, however, the results we have achieved within a small time frame have been excellent.

# Keyword ranking

In 5 months



This list of keywords has since been expanded and agreed by the client and Fifteen to ensure that we are reaching a wider pool of keywords that are relevant to Hydrotechnik to gain more visitors to the website.

