



## THE SEO STORY

Filtertechnik is a manufacturer and supplier of filtration solutions for oils, fuels, biofuels and process fluids based in Nottingham.

Filtertechnik started their SEO campaign with Fifteen in September 2014 in order to help meet their business objectives.

## *The objectives*



**Increase** organic traffic flow



**Improve** positions for keywords and phrases



**Strengthen** the website's link profile



**Increase** the number of enquiries

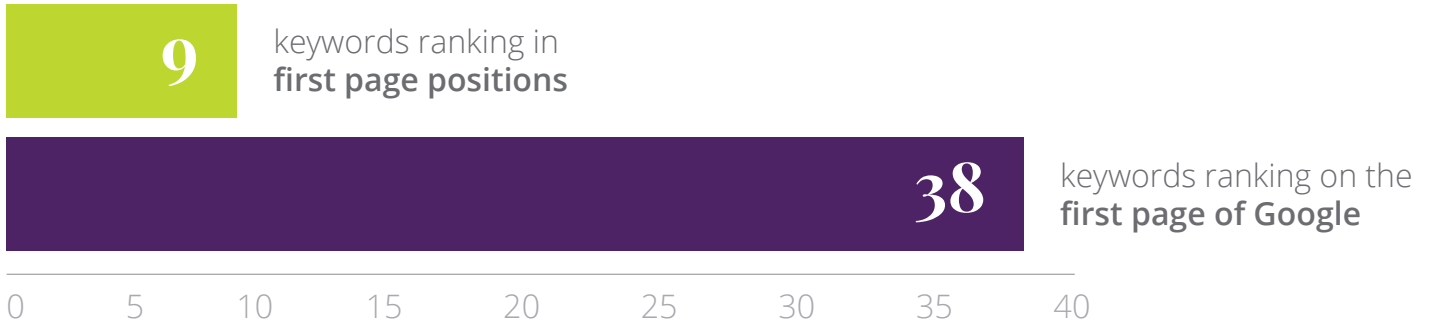


**Build** awareness of the brand

## *The strategy*

Working closely with Filtertechnik, Fifteen got to work with implementing a fully integrated SEO strategy. Firstly, we worked with Filtertechnik to identify the keywords they wanted to focus on that would allow a substantial increase in traffic to the site. Fifteen then analysed the website, to identify where it was underachieving. There were many quick fixes such as missing meta and broken links which were soon fixed. The strength of the site is a main priority, therefore, a solid link building strategy was implemented to ensure that the site would gain authority within the main search engines such as Google, Bing and Yahoo.

# Results



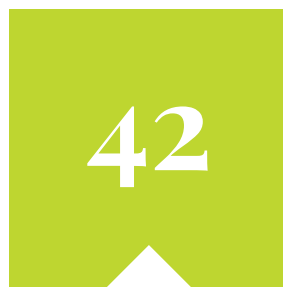
Increased overall traffic to site

Increased enquiries by over

100%



High quality backlinks created



Citation Flow



Trust Flow