



## THE SEO STORY

**Mums Helping Hands provide office and domestic cleaning services based in the East Midlands.**

Mums started their SEO campaign with Fifteen in March 2014, after the new build of their website, in order to help meet their business objectives. When Mums joined with Fifteen their online presence was zero and did not reflect the companies offering, therefore, this needed to be changed.

## *The objectives*



**Increase**  
organic traffic



**Strengthen** the  
website's link profile



**Build** awareness  
of the brand



**Improve** positions for  
keywords and phrases



**Increase** the  
number of enquiries



**New**  
keyword research

## *The strategy*

Working closely with Mums, Fifteen got to work with implementing a fully integrated SEO strategy. Firstly, we worked with Mums to identify the keywords they wanted to focus on that would allow substantial traffic to the site.

The strength of the website is a main priority; when Mums started with Fifteen they had few high quality websites linking to them. Therefore, a solid back-linking strategy was implemented to build upon the sites link authority within the main search engines such as Google, Bing and Yahoo.

# Results

59

keywords ranking on the  
first page of Google

39

Citation Flow

39

Trust Flow



**617%**  
increase  
in site traffic



**896**  
high quality  
backlinks

## What they say about us

*"I cannot express my gratitude enough! Fifteen has done a tremendous job of optimising my website, and the results speak for themselves. I receive at least one or two calls every day, and when I ask where they heard about us, they respond, "Google." The SEO team consistently works with me to make sure I'm doing my part as well. I've been approached by other companies selling optimisation services, but I can tell you that Fifteen's results have been outstanding."*

**Patrick Dinnall**  
Manager, Mums Helping Hands