emPSN SEO strategy & training

Challenge

emPSN's website was due an update and difficult to find in search engines. Visitor numbers were very low, and the site just wasn't coming up in searches when it should have done. Aware of the situation, the team were in the process of revamping the website, but wanted some help to make it appear higher up in search engines. Crucially, they also wanted the knowledge to be able to work on SEO themselves.

Action

For some quick results, we gave some initial one-off advice to emPSN on their domain name, as well as offering feedback on the designs for their new website.

Then ready for launch, we produced a year-long SEO strategy – packed full of advice and easy to implement recommendations to get the website ranking better in Google.

Alongside this, we delivered a highly practical, hands-on training session to give emPSN's marketing team the knowledge they needed to deliver the SEO strategy in full.

This included tips for improving key web pages so that they rank better, setting-up Google Analytics, and basic best practices when making changes to the site. There was also extra guidance on using specialist SEO tools.

Entirely bespoke, the training session gave emPSN an opportunity to start using their new SEO knowledge right there and then.

Results

With a domain name change, and SEO tools set-up, emPSN saw an almost immediate improvement in their site's rankings. A couple of months on from launch, the number of visitors from search engines had already increased by 9% on the previous year, and the site was appearing in more relevant Google searches.

What's more, the team are now making great strides in implementing their SEO strategy.