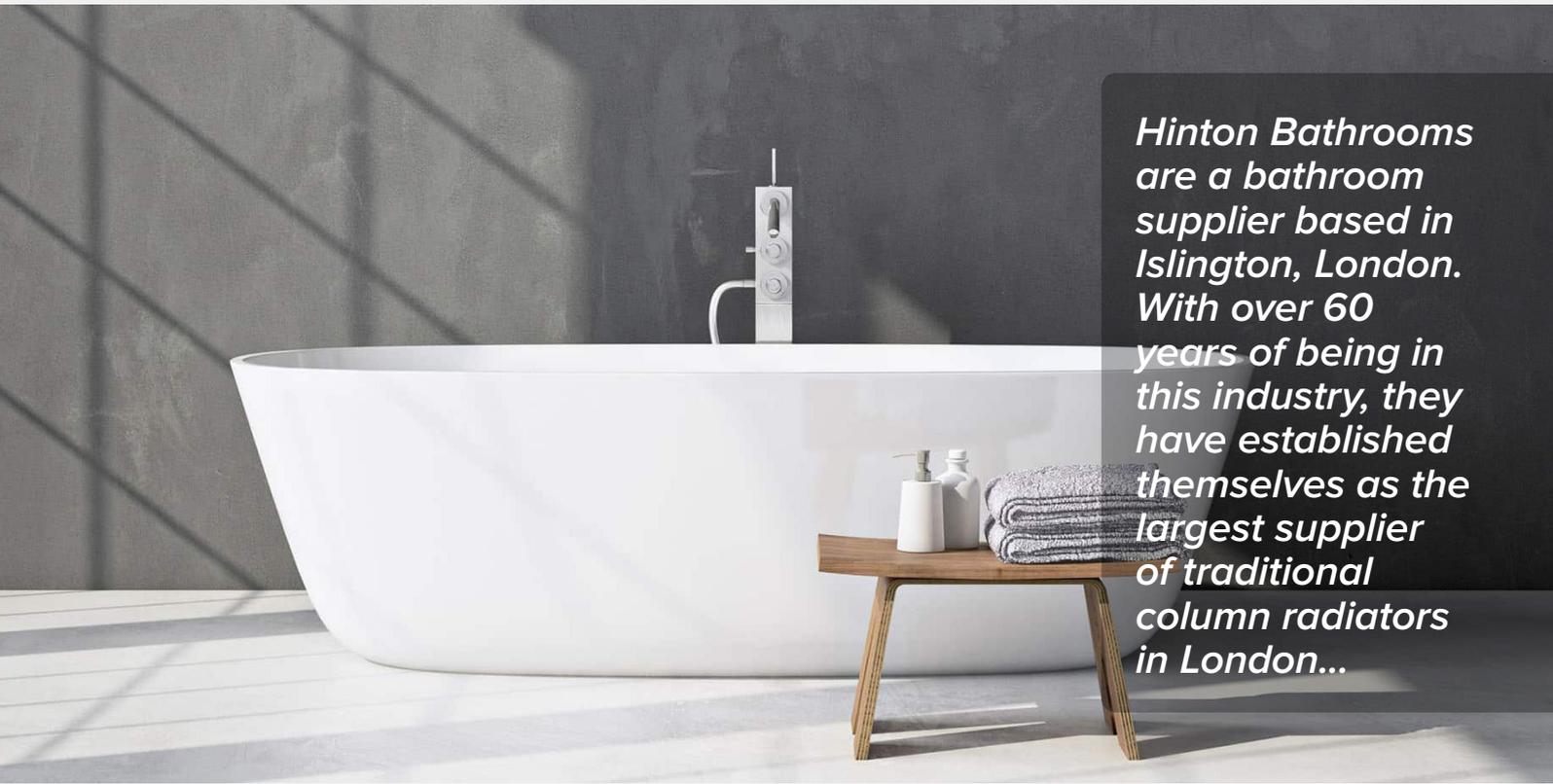


CLIENT CASE STUDIES
HINTONS BATHROOMS



Hinton Bathrooms are a bathroom supplier based in Islington, London. With over 60 years of being in this industry, they have established themselves as the largest supplier of traditional column radiators in London...

In their Islington based showroom one can find traditional and modern design bathrooms with showers, shower cubicles, wet rooms, baths, radiators (traditional and modern), heated towel rails and kitchen sinks and taps.

Finish types can vary from Chrome, tGold, Copper, Nickel and Stainless other options.

The challenge & objectives

Initially the client got in touch with us to build the company's website. After the website was made live, we established that they need online marketing in order to reach the level of rankings as their competitors, followed by outranking them on page 1.

Solution

As the website was brand new and they had another website with a longer-standing history, we have decided to re-direct the old website to the new one to ensure no previous history was lost and the authority of the old website is transferred to the new domain.

Following the re-direct, we have proceeded to on-page optimisation & a link building campaign, everything being handled by one of our Account Managers. Part of their SEO programme was to ensure the new branding gets visibility in Google through organic SEO and Google Business Listing.

Results

As a result of our SEO programme, the client is now on page 1 with all targeted keywords and naturally we will continue to work towards more increases / extra keywords.

Client Testimonial

We had our website updated and also purchased an UK Digital Marketing SEO package. This has worked amazingly well. Our ranking improved gradually over a period of time and are now dominating page 1 rankings with many search engines.

Page one optimisation is naturally so important to get seen by the most amount of customers.

UK Digital Marketing's advice on building the website worked brilliantly and was a great improvement on our previous site."


UK DIGITAL MARKETING Dashboard Results for Hintons Bathrooms:

Keyword	Current Google Rank	Rank Improvement
islington plumbing supplies	2	+198
bathroom shop in islington	3	+197
bathroom supplies islington	3	+197
bathroom showroom islington	5	+195
plumbing supplies islington	5	+195
plumbing shop islington	6	+194
plumbing suppliers in islington	7	+193
plumbers store islington	8	+192
plumbers shop islington	9	+191