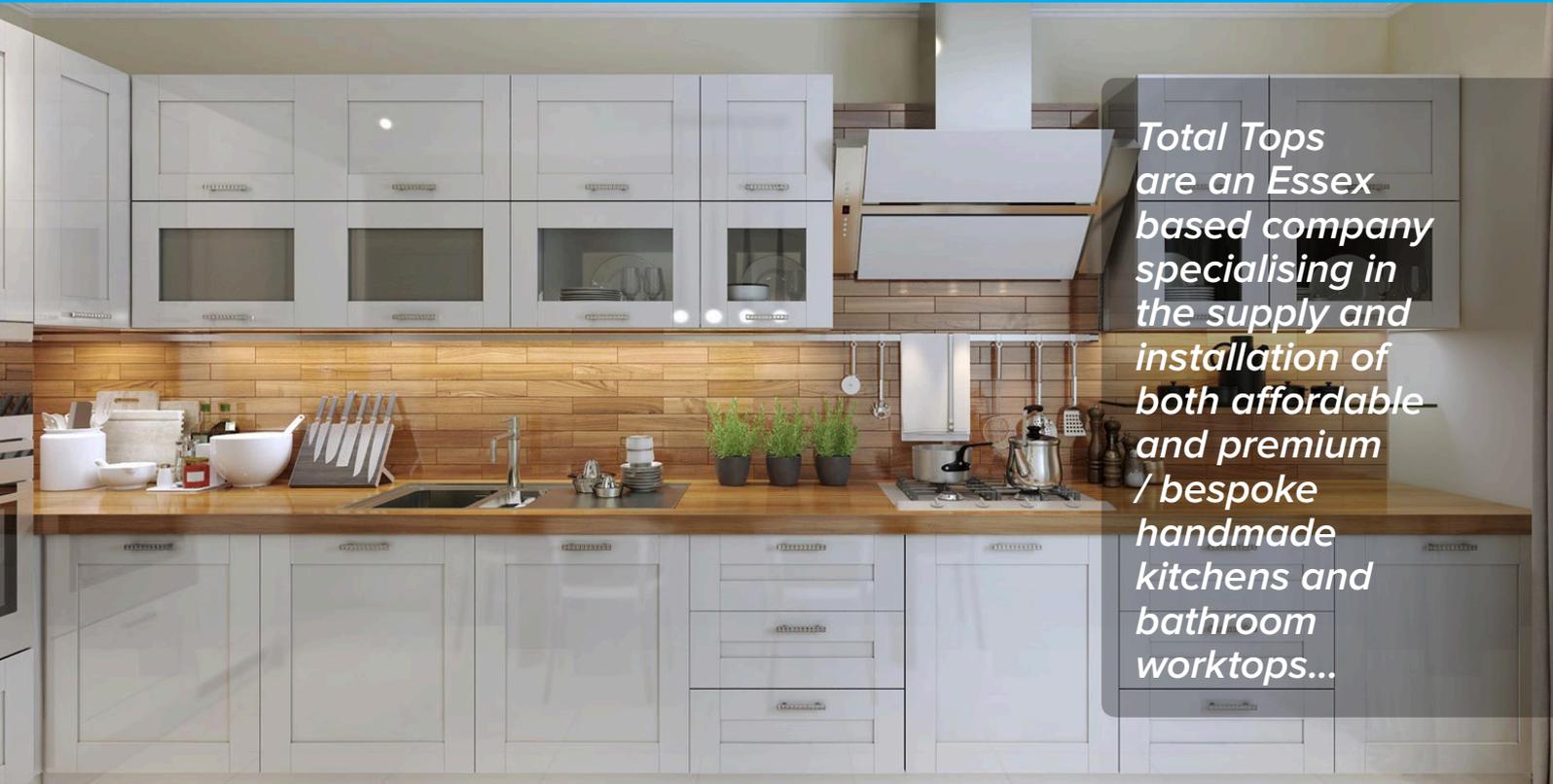


## CLIENT CASE STUDIES

### TOTAL TOPS



*Total Tops are an Essex based company specialising in the supply and installation of both affordable and premium / bespoke handmade kitchens and bathroom worktops...*



*With over 20 years of experience, Total Tops have a fully qualified and skilled team for fitting bespoke worktops throughout the South of England.*

*The company specialise in handmade Corian worktops, acrylic worktops, solid wood worktops, bathroom countertops, kitchen worktop upstands and many more varieties of bespoke worktops.*

### The challenge & objectives

Total Tops began their journey with UK Digital Marketing in April 2018, when they decided to come onboard our SEO programme. Initially they were looking to “test the waters” for 3 months and target four main locations – London, Essex, Colchester & Chelmsford. The objective was to increase the rankings for keywords that were already positioned on pages 2 & 3 (the low hanging fruit) and the ones that had no visibility at all within the top 20 pages on Google.

### Solution

Within the initial website audit we discovered quick wins for making the website more SEO friendly and increase their click-through-rate; from re-writing titles & descriptions to implementing an SSL certificate and speeding up the website. In order to see some traction for location-based keywords, we advised the client to create separate landing pages and ensure the content was SEO-friendly. While the on-page & content team were dealing with the aspects, we proceeded with link building, with a focus on the newly created landing pages.

A dedicated Account Manager was assigned to this project to liaise closely between the business directors and the SEO implementation team.

### Results

Within the first 10 months, their organic traffic went from under 15% to almost 50%, with a wide range of relevant keywords climbing up page 1 of Google. Based on this, the client is looking to increase their budget as they have recently introduced more services.

### Client Testimonial

*We have been working with UK Digital Marketing since the summer of 2018 after having a very poor experience with our previous developer. We gave Kevin quite a challenge to turn around a poorly built site with no history or status. After many months of correcting our site and building new pages we are now starting to see the benefits. Kevin and the SEO team have been great to work with and always there to help and answer questions. I would highly recommend them to anyone."*



## UK Digital Marketing Dashboard Results for Total Tops:

Keyword	Current Google Rank	Rank Improvement
bespoke worktops london	1	+199
bathroom worktops colchester	1	+12
bathroom worktops london	2	+198
solid surface worktops colchester	3	+3
silestone worktops colchester	5	+195
dekton worktops colchester	5	+195
acrylic worktops chelmsford	5	+9
white worktops colchester	6	+6
tristone worktops chelmsford	6	+3