

International Search Engine Optimisation Project # 4



eCommerce Engineering

UK company seeking international exposure and sales.

Company Bio

An established UK engineering supplies business were looking for someone to turn around the fortunes of an under-performing eCommerce solution built on WooCommerce and to improve their digital sales ROI.

The company were also looking to expand in to USA and Portugal.

What was done

The site was reduced in size and sped up without damaging UX. All other modern SEO innovations were put in place. It was moved to an international CDN and specific content put in place designed to outrank the competition.

It was added to all relevant search engines and optimisations put in place to encourage rankings on each. Advice was given to the client on content creation best practice.

“Huge increase in e-commerce conversion rates and goal completions”

Marketing Director

Results after 8 months	Initial agreed top ten UK rankings.	Agreed top ten UK rankings now	New Portugal top ten rankings	New USA top ten rankings
	45	102	82	71