

**How Contrast Helped Arb & Grounds
increase turnover by £100,000
by growing their organic traffic to
their website by 553%.**



CASE STUDY



553%

INCREASE WITHIN ONE YEAR
OF ORGANIC TRAFFIC TO
ARBANDGROUNDS.CO.UK

£100,000

INCREASE IN TURNOVER FOR
ARB AND GROUNDS

50+

BRAND MENTIONS FOR ARB
AND GROUNDS INCLUDING
BBC, ITV & DERBY TELEGRAPH

INDUSTRY

Garden & Grounds
Care

LOCATION

Derby, UK

The Client

Arb and Grounds Equipment Ltd

Arb & Grounds are a family run garden & grounds machinery sales, repairs and servicing center. They're also the largest supplier of lawnmowers, ride-on lawnmowers, strimmers and brushcutters, chainsaws and arborist equipment in Derby.

The Challenge

Helping an old school business dominate in a new world online.

With there being several other local businesses offering the same products and services it was vital for Arb & Grounds to be positioned as the go-to local experts.

Currently based in Derby they came up against the issue that being a younger business relative to this industry not many people knew of them. They needed help to get the word out there that they even existed.

After quickly realising that having a website was only part of the solution to getting extra customers through the door they new they need specialist help.

But Connor had run into a problem. One of their brands, Sunglass Warehouse, had recently gone into a bit of a slump.

Some of their highest-traffic, most valuable keywords had been knocked down in the search rankings, and website revenue was suffering as a result.

Connor needed a partner who could diagnose the reasons for the rankings losses and move quickly to help One Click regain lost ground.



The two most important things for us are revenue and website visits...and both of those are driven by the position of big keywords we have on search engines.

One of our brands, Sunglass Warehouse, had dropped significantly in the search engine results for these keywords. It needed a shot in the arm for our organic rankings.



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The Solution

A comprehensive SEO audit and action plan

Impressed by some of the work they had done for One Click previously, Connor reached out to Siege Media for an SEO consultation.

Siege Media conducted a comprehensive audit for both the Sunglass Warehouse and Readers.com sites that examined, among other things:

- Current keyword positioning and traffic sources
- The domain authority and backlink profile of both sites relative to successful competitors
- Onsite content and keyword mapping
- Technical SEO issues, site speed, information architecture and more.

The audit identified multiple issues and recommended the following action items:

- Increase internal linking to the home pages and category pages to better define each website hierarchy
- Build an HTML site map, in addition to the already existing XML site map, to increase the depth of content crawled and indexed by search engines
- Develop and share compelling content around eyewear to generate backlinks from other websites and secure their keyword rankings.

With the help of Siege Media, Connor was able to implement the first two recommendations of the audit almost immediately.

The third recommendation would be much more challenging, so One Click enlisted the content marketing expertise of Siege Media.

Together, they generated and validated multiple content ideas to identify the most qualified opportunities, then developed a plan to create and promote one new piece of content per month in order to try to earn more backlinks.

Siege Media handled the entire process, from content creation to conducting outreach for each piece.

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Siege Media provided an SEO consultation for us and submitted an audit for our keywords. They outlined a lot of actionable items and steps that could help us regain our positioning on the search engine results pages, and they helped us to develop a strategy for driving more traffic and revenue.

The Result

50+ mentions and a 556% lift in organic traffic

About two weeks after implementing the changes recommended by Siege Media, Connor started to see results.

Several of their biggest keywords jumped to prominent positions in search results, and organic traffic began to pick up on both websites.

It was exactly the shot in the arm that the brands needed.

One Click soon realized the positive effect of the monthly content being created by Siege Media as well.

Over the course of a year, Siege Media designed and promoted infographics on compelling topics such as, “The Sunglasses & Facial Hair Pairing Guide,” and “Famous Eyewear From Pop Culture.”

These infographics were picked up, featured, and linked to by over 200 websites, including quality sources like DesignTAXI, Goodreads and DailyMail.com.

As a result, Sunglass Warehouse has seen a 20% increase in year-over-year organic traffic, and Readers.com skyrocketed by an incredible 65% year-over year.

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I've been impressed with Siege Media every time I've worked with them. They helped our organic traffic rates return to normal and brought back the rankings of our larger keywords. The content they produced for us was great too — it helped drive better quality traffic to our brands and got us a bunch of new links back to our websites.

Drive more traffic, sales, and revenue for your online business.

We love helping garden and grounds businesses compete online. Let's grow together.

[WORK WITH US](#)

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