



Does your search engine marketing establish your position?

The Company

Established for over 75 years, Christie + Co is Europe's largest specialist business agent. It provides professional brokerage, valuation and advisory services in the hospitality, leisure, care and retail sectors throughout the UK, across Europe and beyond. Whilst providing services in relatively niche sectors, it nevertheless operates in an extremely competitive environment.

The Project

It is very important for Christie + Co to maintain a strong online presence. The aim of the project is to support the company's advertising and other marketing activities by achieving higher ranking positions on search results pages, especially in its most competitive markets.

With over 80% of internet users making use of a search engine to find products and services, search engine results have a major influence on anyone wishing to buy or sell a business. For Christie + Co, top rankings on search results pages attract more sellers and people looking to buy, and strengthen the company's position in the market. Christie + Co chose SEOptimise after a rigorous supplier search which included a number of potential agencies.

"We've worked very closely with SEOptimise and our web developer on a structured and focused project. SEOptimise's advice and guidance have been both practical and clear. The results have been very encouraging and we look forward to continuing our working relationship with SEOptimise, and seeing even more impressive results in the future."

David Dean, Marketing Director
Christie + Co

Project Structure

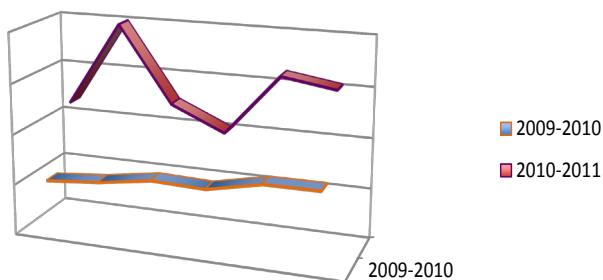
Because of the nature of Christie + Co's business, SEOptimise has worked very closely with the client to understand its marketplace. Christie + Co has multiple business channels, all with their own set of keywords, which means that the array of keyword targets is extensive. Owing to the scope of the work involved, the areas of business were split by market sector, and from there each group was divided into Primary, Secondary and Tertiary tiers. This has been an invaluable part of managing the project and has made the setting of KPIs and reporting more comprehensive. Identifying the keywords that produce the most traffic and generate the most relevant audiences and then prioritising these targeted keywords has been a very important focus of the initial planning process.

Results - Keywords

SEOptimise has been working with Christie + Co since September 2010. Since then, the project has achieved some outstanding results, and although there has been a substantial number of keywords to focus on, the work has produced clear successes in many areas. There were a number of categories with keywords that were ranking outside the top 100 in Google UK when the project began. Some of these previously non-ranking keywords and terms have already achieved **first page positions** in the major UK search engine results, with some even achieving **top three positions**. The list of significant achievements still continues to grow as more and more search terms are optimised.

Results - Traffic

SEOptimise also looked at the additional levels of traffic generated as a result of the higher positions achieved in the search engine results. This was a direct result of the keyword optimisation.



Overall **non-branded organic traffic** had already **increased by an impressive 121%** in the first six months, and is still growing. This is illustrated in the graph above.

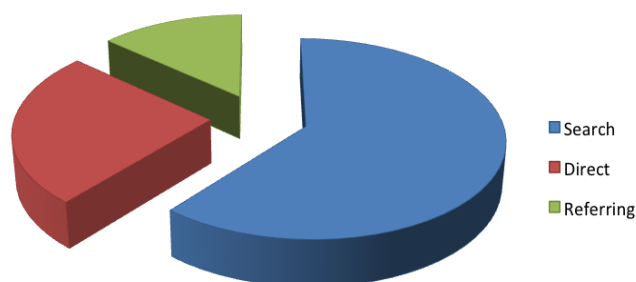
Overall Visits

Since the project began there have been periods that have seen **overall visits to the Christie + Co website increase by a massive 69%** compared to the same

month the year before. The continued SEO work has not only achieved higher levels of traffic overall, but has also maintained that level. This demonstrates the consistency of results achievable with a structured organic optimisation campaign.

Reporting - Traffic Sources

An important part of the reporting process is to be able to differentiate between the different traffic sources, as demonstrated in the pie chart below. The chart shows that the majority of the traffic is coming from Search, which is encouraging as it indicates new traffic being created via search engines. This is significant because it demonstrates that the **Christie + Co website is prominent in the search engines**, and that potential customers are successfully finding christie.com when searching for the services they offer.



The Blog

Blogging is an ideal way to build internal links and provide an approachable 'voice' for a business. It is also a way of establishing authority and engaging interest, because customers and readers will link and share interesting posts. SEOptimise has set up and started writing blog posts for christie.com/blog. This includes bite-sized articles, useful to people who are searching for information on how to buy a particular kind of business. As Christie + Co blog posts are always on an industry topic, they naturally have relevant keywords throughout. This is a very successful addition to the Christie + Co website and is something that remains fresh, as content is now regularly added every week.

Review

This bespoke project has been hugely successful to date, and is continuing to produce excellent results. The results have been generated using a variety of both on-site and off-site optimisation strategies, and have generated more interest and online enquiries for Christie + Co. In turn, these have **increased the profile of both the company and its website in the UK**, enhancing the services it offers through rankings and other relevant online activity.

