

WELLINGTON SPLASHBACKS

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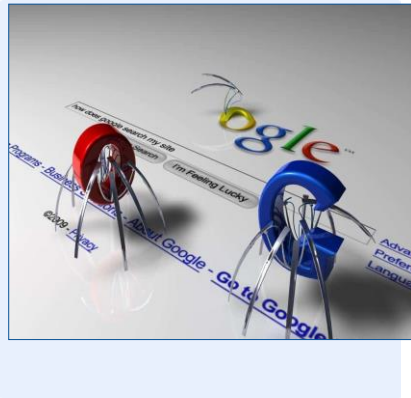
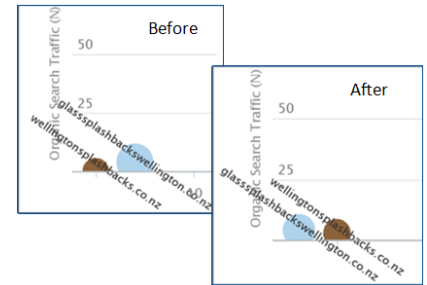


Image by MsPinkey (Deviantart)



Image by Jose Mendoza (Imonru)



Before and after

INTRODUCTION

Wellington Splashbacks is a company dedicated to the installation of kitchen splashback glasses. It has an active website, but it is not displayed on the main Google search results causing a poor exposure.

This project aims to place the site in an acceptable ranking result using organic SEO process (without advertisement payments).

DEVELOPMENT

That involved an initial evaluation of the site detecting missing features or elements that had to be modified to be detected by search engines (such as the number of keywords, backlinks, structured data, headings, etc.).

After incorporating changes, the effects produced were analysed. Those revealed an important enhancement compared to the stage before changes.

CONCLUSION

It was clear to me that this analysis demonstrated an increase in web page traffic. This was also shown by the number of clicks made by viewers.

The result was a proven better performance in front of another close competitor based on keywords used.

Those and other positive effects boosted the website to move from the 12th to 6th position which showed as [page one] when a Google search was made on the brand.

Such optimisation allowed for more website exposure, and the client (Sam Hedge) was happy with these results.