

# SEO Case Study

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Enviro Waste are one of the UK's leading waste recycling companies, based and operating in London.

We helped more than their organic traffic and enquiries by on average 76% over a 12 month period, and help secure links on popular websites including Reader's Digest, MSN News and The Independent Newspaper.



# Our approach

After we conducted an Audit for Enviro Waste, gaining both an understand of their current website visibility and their competitors, we were then able to plan and implement a 12 month action plan in order to build organic traffic to the website.

Since implementing our campaign we saw a huge rise in key sales search terms, including 'Skip hire London' and 'recycling companies London', enabling them to generate a new line of inbound sales through organic traffic.

We were also able to secure Enviro Waste a number of valuable links which are detailed across the following pages.



Snapshot of keyword rankings for high traffic search terms



# Link Building

With a winning combination of our bespoke automated outreach tools, alongside a team who have worked on award winning campaigns, we were able to secure links from top tier UK websites, which helped increase keyword rankings for Enviro Waste.

## What is Link Building?

Link building, simply put, is the process of getting other websites to link back to your website. Building links is one of the many tactics used in search engine optimization (SEO) because links are a signal to Google that your site is a quality resource worthy of citation.

## Example Links - Christmas Campaign



**MSN News-** [Here's What Really Happens to Recycled Plastic](#)



**INDEPENDENT**

**The Independent -** [3 ways to have an eco friendly Christmas](#)



**Reader's Digest-** [The 9 Most Recyclable Materials on the Planet](#)

# Link Building

## Relic of Pope St Clement found in the Trash!

One of the most exciting link building stories we made started when one of the Enviro Waste team managed to stumble across the Relic of Pope St Clement in the trash!

It was placed there by thieves who had broken into a car earlier that week, and discarded it in a local bin thinking it was rubbish.

The story made national press and helped Enviro Waste secure lots of valuable links all over the web. We were involved in helping to outreach this story to journalists and digital news outlets.

The relic is to become one of the exhibits in the Treasures of Westminster Cathedral.

## Relic of Pope St Clement restored to Westminster Cathedral

by Ruth Gledhill



**The relic, a piece of bone is to become one of the exhibits in the Treasures of Westminster Cathedral.**



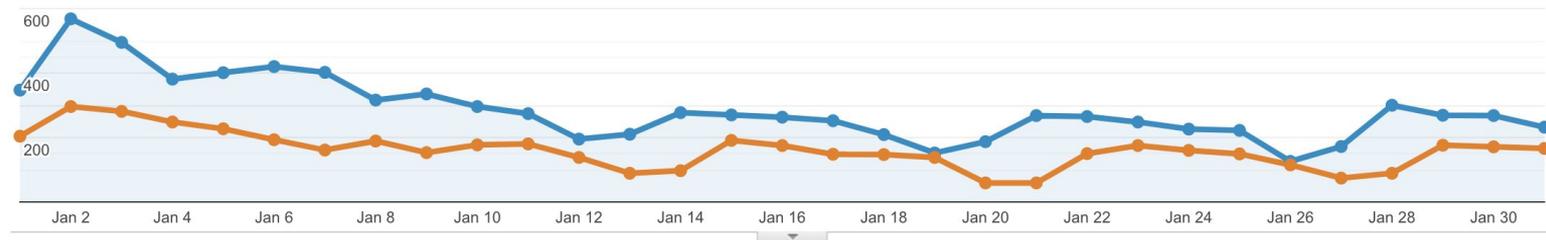
Relic of Pope St Clement that was found by waste collectors  
Photo: Ruth Gledhill

The relic of Pope Clement I which was found in a red and gold, wax-sealed case in waste collected from central London is being restored to Westminster Cathedral today.

# Results 12 months

Jan 1, 2019 - Jan 31, 2019: ● Users

Jan 1, 2018 - Jan 31, 2018: ● Users



## Users

Organic Traffic

**76.64%**

8,150 vs 4,614



## New Users

Organic Traffic

**77.34%**

7,833 vs 4,417



## Sessions

Organic Traffic

**104.89%**

10,736 vs 5,240



**76%**

Increase organic traffic

**77%**

Increase in new users

**4600**

Average new users per month