

Warmarroof

Warmarroof are a company based on the South Coast who specialise in installing Spray Foam Insulation in homes throughout the UK.

We were tasked with driving more organic enquiries and traffic to their website.



Our Approach

Using a tailored SEO strategy involving Content Writing, Link Building and On Site Optimisation, we were able to drive improved traffic and enquiries to Warmarroof, generating them £1000's more in business YoY.

Our first step was to provide an On Site Technical Audit, which identified issues on the website which could negatively affect it's visibility on Search Engines.

Once these issue were identified and corrected, we ran a Content and Link Building campaign to build up Authority to the site, and target keywords relevant to the industry with tailored articles and conversion orientated landing pages.

	Keyword	18 Jul	Diff
<input type="checkbox"/>	1. closed cell foam insulation cost	5	↑95
<input type="checkbox"/>	2. how much does it cost to spray foam a house	5	↑95
<input type="checkbox"/>	3. spray foam insulation installation cost	5	↑95
<input type="checkbox"/>	4. house foam insulation cost	6	↑94
<input type="checkbox"/>	5. how much does it cost for spray foam insulation	6	↑94
<input type="checkbox"/>	6. closed cell insulation cost	6	↑94
<input type="checkbox"/>	7. cost to install spray foam insulation	6	↑94
<input type="checkbox"/>	8. closed cell spray foam insulation cost	7	↑93
<input type="checkbox"/>	9. how much does spray foam insulation cost	7	↑93
<input type="checkbox"/>	10. average cost to install spray foam insulation	7	↑93
<input type="checkbox"/>	11. insulation spray foam cost	8	↑92
<input type="checkbox"/>	12. cost to spray foam insulation	8	↑92
<input type="checkbox"/>	13. how much is spray foam insulation	8	↑92
<input type="checkbox"/>	14. how much does foam cost	8	↑92



Warmarroof Key Takeaways

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Competitive Keywords
ranking organically on the
first page of Google

386%

Increase in organic traffic
over a 6 month SEO
campaign

125%

Increase in organic
enquiries made compared
to the previous 6 months

Results

Before starting our SEO campaigns, Warmarroof could not be found in the search results for key search terms related to their services.

After our campaigns we saw over a number of keywords rise by over 90 places in the Search Results, resulting in us appearing over the first page for a number of high value keywords related to business goals. (as seen in the image to your right).

This helped generate an influx of email and phone enquiries leading to increased sales for Warmarroof, leading to on average 10 more sales per month with average order value of their product being £3500.

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<input type="checkbox"/>	12. cost to spray foam insulation	8	↑92
<input type="checkbox"/>	13. how much is spray foam insulation	8	↑92
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