

## Our Case Studies

SEE HOW WE HELPED SOME OF THE UK'S LARGEST BRANDS WITH THEIR SEARCH MARKETING



## Services



## Objectives

Our Organic Search (SEO) team set the following aims for the project:

- Increase the organic visibility of the store location pages and focus on local SEO
- Monitor and adapt the strategy in line with government legislation regarding COVID-19 to ensure customers could get the information they needed online about shopping at their local Tesco during the pandemic
- Work closely with multiple stakeholders including Tesco's Store Location Services Team in Poland, Google, a variety of Internal Concession teams as well as Tesco's Data and Brand Management Partner Yext



## About Tesco

Tesco is the UK's largest grocer, and is a truly recognisable brand around the world. The size and scale of the business has continued to grow and during the COVID-19 pandemic we were tasked with continuing this upward trend through a dynamic local SEO project which looked at Google My Business (GMB) and store location as well as ongoing technical SEO.

## How we helped

It was only by utilising the strengths of each partner that we could build a bespoke strategy that would ensure data parity was delivered from the initial starting point of Tesco's API, all the way to the thousands of separate GMB stores and concessions URLs.

We started by collating the data on each store and rounding up all of the store location pages. We then conducted a full site audit as well as a GMB audit.

This research phase led to the discovery that there were multiple issues with hundreds of pages and listings. These included:

- Inconsistencies with name, address and number
- Duplicate listings
- Listing categorisations
- Ownership conflict

The SEO project that we had undertaken had seen a YoY increase of 13.91% in terms of average website clicks. The GMB work that we implemented, and the post coronavirus updates we made to local search meant that, by the end of 2020, average website clicks were up 31.3% YoY. This represents a 125.5% increase in YoY growth pre/ post our implementation.




## Results



**17%**  
increase in  
website clicks






**27%**  
increase in  
phone calls



**42%**  
increase in  
conversions

# REGATTA GREAT OUTDOORS<sup>®</sup>

## Services

-  ORGANIC SEARCH (SEO)
-  CONTENT MARKETING
-  DIGITAL PR

## Objectives

Our content marketing team set the following aims for our campaign:

- Develop a campaign that will appeal to influencers and press.
- Enhance the backlink profile of regatta.co.uk
- Engage with influencers and top-tier publications to help spread the campaign message
- Identify sites with a DA 20+ to ensure an authoritative but natural backlink profile is built



## About Regatta

Regatta is one of the UK's largest and most recognisable outdoor clothing brands. The business is well established in a highly competitive market and, like all companies in this industry, the global pandemic had a huge effect on retail.

2020 has been a challenging year, and Regatta is just one brand who have had to adapt to the climate and ensure that their website ranks as high in SERPs as possible for relevant searches.

## How we helped

Our content marketing team delivered a number of concepts that would raise brand awareness, generate relevant backlinks, produce media coverage, and which would ultimately spread the campaign message.

Using a combination of industry leading and in-house tools, our team of organic search specialists were able to assess all areas of the Regatta site. Then, following detailed research, they provided a tailored technical on-page SEO strategy to resolve existing problems with site coding and move Regatta forward with its organic search ambitions.

We undertook a vast amount of keyword and competitor research to ensure that the site was not only being found but being found by the right users. Our organic search team set up bespoke SEO dashboards in Google Analytics and meticulously went through a checklist of things such as checking that the tracking code has been implemented on all pages, to enabling filters and goals, to digging into the backend of the Regatta website to ensure the advanced eCommerce tracking is working correctly.



## Results

  
**43** links  
with an avg.  
DA of **38**

  
**75**  
social  
mentions

  
**475k**  
social  
impressions

# 1

LIVERPOOL ONE

## Services

 ORGANIC SEARCH (SEO)

## Objectives

Our Organic Search (SEO) team set the following aims for the project:

- Generate as much actual footfall to the shopping district as possible by improving the 'digital footfall' of the site through SEO, Social Media and Inbound Marketing.
- Increase in rankings for priority keywords (25%)
- Increase clicks and bookings via email (50%)
- Improve DA through link acquisition
- Beat the previous year's social media campaign results
- Increase organic traffic MoM and YoY



## About Liverpool ONE

Liverpool ONE is the collective name for the group of 170 shops, bars and restaurants across the five main shopping districts of Liverpool city centre. The space is also home to a huge array of events over the course of the year and they chose Click Consult to improve the overall organic search visibility for their central website.

## How we helped

When Liverpool ONE came to us looking to improve all facets of their search and digital marketing, we knew that we would have to create some of our most bespoke work to date. The multifaceted nature of this campaign meant that we had to spread budgets across various services in order to get the most traction possible.

We decided that the best course of action would be to run a series of campaigns focused on delivering SEO performance and engagement. We needed to improve the rankings in search engine results pages (SERPs). To do this we agreed to run a full on-page SEO strategy including technical audits, as well as a off-page link acquisition campaign and that this would be backed up with ongoing social media campaigns.

We also ran a weekly inbound marketing campaign to gain as many interactions as possible. This strategy would help us to meet the seven individual goals that Liverpool ONE had set. We wanted to make the whole project as interactive and shareable as possible. We created the following assets over a year:

- 68 bespoke emails
- 8 blogs
- 5 social media gifs
- 2 hybrid content marketing campaigns
- A full technical audit
- Keyword research
- Site speed optimisation
- Social media images



## Results



**80%**  
increase in  
rankings for  
priority keywords



**82%**  
increase in clicks  
and bookings  
via email



**20** links  
with an avg.  
DA of **33**



**12.1m**  
social  
media  
impressions



**29%**  
increase in  
YoY organic  
traffic



## Services

### SOCIAL MEDIA

## Objectives

Our social media team set the following aims for our campaign:

- Grow Truverra's brand awareness in the UK



## About Truverra

Truverra is one of the Canada's fastest growing CBD brands and had just started selling a variety of products to the UK market. Focusing on hemp derived CBD products, the line up included capsules, balms, tinctures and vapable oils.

## How we helped

Along with the creation of bespoke weekly social plan, the creation of assets (such as images, videos, GIFs), content marketing campaigns and engagement with various queries and testimonials, we launched a timely competition to grow the followerbase specifically in the UK. The competition was launched during the COVID-19 pandemic, where many people were in lockdown, staying at home and potentially feeling anxious or worried about their health.

With the CBD industry (and Truverra's products) being linked to helping this, we thought it would be a good time to give products away as a prize, grouping the products into an "ultimate stay at home CBD kit". The initial success of the competition came from how timely it was, and how relatable the prize was to many people, but there were various strategies undergone by Click to enhance the reach of the competition and gain more entries.

It was important to be proactive through the course of the competition, rather than just letting it run and hoping for the best. Therefore, throughout the week, on behalf of the client, we targeted a variety of UK competition and wellness groups on Facebook to promote the competition to the desired target audience. This was staggered to ensure the promotions did not look spammy or repetitive, researching the tone of voice of conversations in each group to feel part of it and to be trustworthy. On Twitter, we utilised various hashtags that are popular for competitions, such as #FreebieFriday and #WinItWednesday, researching the best times to post these hashtags to help ensure more entries.

On Instagram we continued to promote the competition on Instagram Stories, by creating bespoke imagery keeping it fresh, alongside utilising hashtags.



## Results

In one week

**3.1k**  
social  
impressions






In one week

**850+**  
new UK  
followers



## LORDS & LABRADORS

### Services

-  TECHNICAL SEO
-  USER FOCUSED CONTENT
-  PAID MEDIA (PPC)

### Objectives

Our team created a bespoke search strategy that focused on the following objectives:

- Increase revenue and sessions
- Increase the number of new site users
- Boost the number of transactions
- Lower the bounce rate
- Deliver a higher return on ad spend (ROAS) and increase revenue on both Google Ads and Microsoft Advertising for Black Friday.



### About Lords and Labradors

Lords and Labradors is one of the UK's largest and most well respected eCommerce sites for pet products. Founded in 2013, Lords and Labradors broke into the UK pet market and have since expanded to 17 countries including Denmark, Italy, Japan, USA and Australia. They noticed a demand for high quality puppy products and kits, and importantly somewhere to get support and advice at the same time.

Lords and Labradors initially engaged Click Consult in a bid to increase visibility and sales through their website, and have since gone on to have a full eCommerce and search marketing strategy. This case study highlights this work and the results that we have produced.


### How we helped

As part of our agreed strategy we decided that to make the most of the current shift in consumer habits to online ordering and eCommerce, and also considered the effect that the Covid-19 pandemic had on retail in general. We opted for an accelerated SEO strategy and workflow which looked to identify new keyword opportunities and bolster the rankings of key product pages. We laid out our strategy as follows:


1. Conducted a full website audit and produced a keyword strategy planning document
2. Conducted a competitor analysis and highlighted any content gaps with a gap analysis
3. Formed user focused content (UFC) briefs for all of the pages and refreshed them with content
4. Produced and uploaded all of the new content to the site and added in Schema mark-up
5. Restructured various Google Ads and Microsoft Advertising campaigns in the run up to Black Friday and Cyber Monday to ensure that the most traction was generated at the busiest eCommerce trading period.




### Results

  
**68.6%**  
increase in  
transactions

  
**36.2%**  
increase in  
revenue

  
**37.1%**  
increase in  
new users

Google Ads

  
**8.8%**  
ROAS on  
Black Friday

Microsoft Ads

  
**42%**  
increase in  
revenue



## Services

### ORGANIC SEARCH (SEO)

## Objectives

Our Organic Search (SEO) team set the following aims for the project:

- Increase organic sessions
- Increase new users
- Increase conversion rate
- Increase revenue
- Increase actual order value (AOV)
- Increase keyword rankings



## About Kwik Fit

As one of the most recognisable motoring brands in the UK, Kwik Fit is at the forefront of the industry. Whilst this is an enviable position to be in there is always competition and it is vital that they remain at the pinnacle.

## How we helped

Click Consult was approached by Kwik Fit to create a new organic search campaign focused around car safety and preparing your car correctly for journeys. Our aim was to develop a unique content marketing & digital PR campaign and social engagement campaign for Kwik Fit that focused on car safety, whilst being engaging and interesting.

Click created a campaign focused around what areas of your car to check before heading on a long drive. The campaign required online influencers and bloggers to write about how to check your car and prepare for a long drive. This could include checking oil levels, windscreen wash, checking tyre tread, or making sure all brake lights and headlights work correctly.

As with any campaign there has to be a clear set of objectives and they depend on two things;

- What we feel will make the greatest difference to the business
- What is achievable in terms of budget and timescale

In such a competitive market, where Kwik Fit is already a leader, we knew that we needed a bespoke campaign to solidify this position and we had to open the company up to other potential audiences. We not only exceeded all 7 targets set by the brand, but we also ran an ad-hoc social media campaign which proved to be their most successful ever.



## Results



**33%**  
of keywords  
ranked 1st



**100%**  
of keywords  
in the top 5



**91%**  
of keywords  
improved



## Services

-  PAID SOCIAL
-  SOCIAL MEDIA

## Objectives

Our social media team set the following aims for our campaign:

- Focus on Facebook and Instagram
- Look for ways to engage with Kandoo's target audience in creative ways
- Keep to the Kandoo tone-of-voice and use recognisable visuals



## About Kandoo

Kandoo is one of the UK's biggest eCommerce sites distributing baby supplies. Kandoo have a simple purpose: To help kids to get cleaner and become more independent by giving them the tools they need to clean themselves—and have fun doing it.

## How we helped

We used our expert knowledge in both organic and paid social to come up with monthly social media strategies for the brand, using a wide variety of assets, such as product imagery, interactive GIFs and videos, relatable quotes, games, competitions and new launches. With the focus of the client in mind, we ensured high engagement by targeting things like international days of the year, relatable trends, how the products would be used at different times of the year and certain product pushes.

We created the post copy and designed the asset (images, GIFs, videos) for each of the posts throughout the month, along with scheduling posts utilising our Hootsuite Enterprise social media platform. Our team worked closely with community managers to translate our bespoke social strategies into Spanish, French and German. We also worked closely with Kandoo Belgium and Portugal who used our social posts and assets for their own strategies too. What makes this strategy different is that we are using community managers in each country who know the slang, local dialects and popular hashtags doing the rounds, ensuring the client's messaging is 100% correct.

Combining the paid and organic social media strategy was a success, as it allowed us to be ad-hoc with our budgets for each country, ensuring that although some posts are planned in advance to be boosted, we were also able to monitor what is working organically and learn from it to get the brand awareness spread further through additional spend.



## Results



**7.5m**  
Facebook  
impressions



**10.2k**  
total  
engagements



**5k**  
website  
clicks  
(from social posts)



**974**  
posts in  
total



**727**  
new page  
likes



# VAN DEMON

## Services

### PAID SEARCH

## Objectives

Our campaigns team set the following aims for our campaign:

- Increase sales, conversions rates and brand awareness
- Implement a Google Shopping strategy
- Run full PPC audits and competitor research to identify areas of expansion
- Improve CTR
- Increase sales
- Reduce CPC
- Increase Conversions



## About Van Demon

Van Demon is one of the largest suppliers of specialist auto van parts. Their website consists of information relating to the business and the wider automotive community. One of the main aspects of the site is that it is eCommerce and offers hundreds of products on many product pages.

## How we helped

We analysed all previous PPC activity for Van Demon, scrutinising each element in detail to determine what optimisation techniques we could apply at a micro, as well as macro level, to improve overall performance and the help the account to run more smoothly. We identified gaps in competitor strategies, diversified targeted longtail keywords and increased customer relevance to push transactions and revenue through the roof.

To further ensure the client got the best possible return for their budget, we used our proTRAX tool, part of a suite of software developed in-house by Click. This technology allows us to distribute budget across campaigns and channels in the most efficient way. Our Premier Google Partner Status has allowed us to whitelist the brand for a range of exclusive Google beta features that have had a significant impact and placed Van Demon a step ahead of their competitors.

We began with a full audit of the account, tightening up the structure and focussing our targeting on the terms we knew were highly likely to result in a sale. We then started to build the account back up, building everything in an extremely tight structure that was conducive to improving quality score and increased relevancy between search term, keyword, ad, and landing page.

We looked at attribution modelling to set separate targets for high assisting keywords. We also analysed the effects of different free delivery thresholds on average basket values to help determine the optimum threshold. We utilised mathematical models to determine bid adjustments for day parting, location, device, and RLSA. Our sole focus was always on increasing the profitability, and we constantly tested different ROIs, and the resultant revenue to determine which levels maximised profit and ultimately increased market share.



## Results

PPC

512%

increase in  
monthly  
conversions

PPC

423%

increase in  
monthly  
revenue

PPC

55.8%

reduction in  
cost per click

Shopping

94.4%

increase in  
monthly  
conversions

Shopping

73%

increase in  
monthly  
revenue

# Citation

## Service

 DIGITAL PR

## Objectives

Our campaigns team set the following aim for our campaign:

- Generate brand awareness through top-tier media publications



## About Citation

Citation is dedicated to helping small and medium-sized businesses to succeed with their unrivalled HR and Health & Safety support and expertise. Their team of consultants are committed to help their clients navigate a range of legal and administrative tasks and offer highly trusted, practical advice.

## How we helped

Coronavirus changed the working world almost overnight. In March, when the Government announced a national lockdown, it forced businesses to not only adjust to remote working but also grapple with how they would eventually welcome their staff back to the workplace. Understanding this was a major concern for both employers and employees, we endeavoured to create a digital PR campaign that tapped into this theme.

Our objective was to create a fun, sensationalist story around this topic that would appeal to both national and regional journalists, all the while demonstrating Citation's expertise in human resources and health & safety. To achieve this, we came up with the idea to investigate some of the surprising ways in which the workplace might adjust post-coronavirus.

We set up an interview with our go-to expert on all things futurology: Dr. Ian Pearson. Pearson has excellent relationships with the media; his expertise has been utilised by the Metro, the Sun and the Mirror in the past. We knew he could be relied on to not only provide insightful, scientific predictions around health and technology but also give out-of-the-box ideas that would be great for generating headlines.

Afterwards, we also compiled a large amount of research from industry experts and business leaders on the topic of the post-coronavirus workplace. This was eventually merged into an article exploring how various areas of the traditional workplace would alter when lockdown is lifted. We also decided that the best way to communicate this to readers would be via a series of isometric floorplans.

## Results

  
**30** links  
with an avg.  
DA of **63**

  
Featured on  
**MyLondon,  
Bristol Post  
and Wales  
Online**

  
Featured on  
**HR News  
and HR  
Director**

# HOW CAN WE HELP YOU?

CONTACT US



## About Us

Click Consult is a multi award-winning search and digital marketing agency with two decades of experience. Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

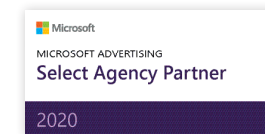
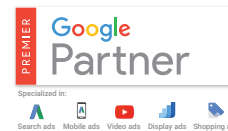
Click was named both SEO Agency of the Year and Organic Search (SEO) Team of the Year 2020; ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, and a Microsoft Advertising Select Agency Partner.

We're here to help - whether you're looking to hire an agency to undertake technical and creative work or you just need some free advice. Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. You can get in touch using [hello@click.co.uk](mailto:hello@click.co.uk).

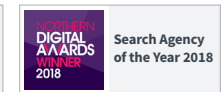
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## Our Awards



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monitor **TRAX** rank **TRAX** feed **TRAX** link **TRAX** pro **TRAX** page **TRAX**