Maximising Global Visibility for Brands & SMEs Online.
## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHILL INSURANCE</td>
<td>4</td>
</tr>
<tr>
<td>LLOYDSPHARMACY ONLINE DOCTOR</td>
<td>6</td>
</tr>
<tr>
<td>KWIK FIT</td>
<td>8</td>
</tr>
<tr>
<td>SLATER &amp; GORDON</td>
<td>10</td>
</tr>
<tr>
<td>HOMELET</td>
<td>12</td>
</tr>
<tr>
<td>JULIAN CHARLES</td>
<td>14</td>
</tr>
<tr>
<td>TYRE PLUS</td>
<td>16</td>
</tr>
<tr>
<td>BROSCH DIRECT</td>
<td>18</td>
</tr>
<tr>
<td>BETWAY</td>
<td>20</td>
</tr>
<tr>
<td>CHUMS</td>
<td>22</td>
</tr>
<tr>
<td>ADJUSTABLE BEDS</td>
<td>24</td>
</tr>
<tr>
<td>HILL’S PET</td>
<td>26</td>
</tr>
<tr>
<td>CALIBRE</td>
<td>28</td>
</tr>
<tr>
<td>GIGANTIC</td>
<td>30</td>
</tr>
<tr>
<td>E.A. ELLISON &amp; CO LTD</td>
<td>32</td>
</tr>
<tr>
<td>BCMS</td>
<td>34</td>
</tr>
<tr>
<td>SIMPLY ACADEMY</td>
<td>36</td>
</tr>
<tr>
<td>FAST SALE FLORIDA</td>
<td>38</td>
</tr>
<tr>
<td>PALL MALL INVESTMENTS LIMITED</td>
<td>40</td>
</tr>
<tr>
<td>RPC - BPI GROUP</td>
<td>42</td>
</tr>
</tbody>
</table>
CHILL INSURANCE

Improving the online performance of Ireland’s largest insurer
CLIENT: CHILL INSURANCE

PLACED LINK: HUFFINGTONPOST.CO.UK

CLIENT LANDING PAGE

FOLLOWED LINK

113m unique visitors
MONTHLY AUDIENCE

DOMAIN AUTHORITY
87

7.84
MOZ RANK

PAGE AUTHORITY
46

FACEBOOK AUDIENCE
8,628,962

TWITTER AUDIENCE
8,550,000

CLIENT:
CHILL INSURANCE

PLACED LINK:
HUFFINGTONPOST.CO.UK

CLIENT LANDING PAGE

FOLLOWED LINK

113m unique visitors
MONTHLY AUDIENCE

DOMAIN AUTHORITY
87

7.84
MOZ RANK

PAGE AUTHORITY
46

FACEBOOK AUDIENCE
8,628,962

TWITTER AUDIENCE
8,550,000
LLOYDS PHARMACY
ONLINE DOCTOR

PHARMACEUTICAL

Raising the online visibility of one of the UK's leading community pharmacies and healthcare providers
CLIENT: LLOYDSPHARMACY ONLINE DOCTOR

PLACED LINK: EXAMINER.COM

CLIENT LANDING PAGE

FOLLOWED LINK

FACEBOOK AUDIENCE

222,298

TWITTER AUDIENCE

49,500

10,424,780

BLOG AUDIENCE

7.2

MOZ RANK

92

PAGE AUTHORITY

84

DOMAIN AUTHORITY

92
One of the UK’s most recognisable brands benefitted hugely from our extensive campaign outreach strategy.
CLIENT: KWIK FIT

PLACED LINK: NUWIREINVESTOR.COM

Know Before You Go - Everything you need for a long car journey

#CarSafetyChecklist

When you've got a road trip or a long journey on the cards, there are countless things to think about. Maybe you're going on a family holiday and want to get your snacks or your music playlist sorted. Perhaps it's a business trip with an important meeting at the end or you need to make sure you've had your best suit dry cleaned before you hit the road. Whatever it is, make sure you're fully prepared. We've put together a checklist to help you.

We recently conducted a survey of 500 members of the public

How To Start Your Own Uber Business

The Uber business model has revolutionized the taxi industry, and while some countries are late to adopt Uber and other similar business models, the trend isn't going anywhere...

- 1 year of age or older with 2 or more years of US driving experience
- 2.5 years of age in older with 1 or more years of US driving experience
- A valid driver's licence
- Void vehicle registration
- A drug driving record and criminal history

DOMAIN AUTHORITY 71

PAGE AUTHORITY 36

MOZ RANK 7.1
SLATER & GORDON

SOLICITORS

Delivering fantastic results for one of the UK's largest legal firms.
CLIENT: Slater & Gordon

Place Link: Harper’s Bazaar

Domain Authority: 81

Page Authority: 36

Facebook Audience: 130,000

Twitter Audience: 537,000
Opening doors for one of the UK’s leading property insurance brokers
JULIAN CHARLES
BEDDING, CURTAINS & INTERIORS

Improving the organic search performance for industry-leading home furnishing retailers
See how we implemented a successful outreach strategy for this brand of over 700 partner garages.
CLIENT: TYRE PLUS

PLACED LINK: MOTORWARD.COM

CLIENT LANDING PAGE

Cheap New Car Tyres With Fitting

How it works

We make buying these tyres simple, easy and stress-free. Finding the right tyres for your needs and finding a fitting location for your tyres can be a hassle. With more than 700 fitting locations across the UK, you won’t have to look far to find one of our centres.

1. Choose your
2. Select your tyres
3. Get your tyres

FOLLOWED LINK

PLACED LINK

3 tyre safety checks all motorists should know

Domain Authority: 65

 Moz Rank: 6.5

Page Authority: 35
We really cleaned up in terms of links for this healthcare and janitorial supplies business.
BETWAY
BETTING

More outstanding results for one of the UK’s fastest growing betting and sports gambling platforms.
CLIENT: BETWAY

PLACED LINK: THEBAYNET.COM

DOMAIN AUTHORITY 63

6.3 MOZ RANK

PAGE AUTHORITY 31
CHUMS
ECOMMERCE & RETAIL
Part of an award winning strategy for this online retailer.
CLIENT: CHUMS

PLACED LINK: FASHIONGONEROGUE.COM

DOMAIN AUTHORITY
84

MOZ RANK
8.4

PAGE AUTHORITY
45

FACEBOOK AUDIENCE
465,000
ADJUSTABLE BEDS

BEDS/ FURNITURE

Creating a tailored search marketing strategy for the UK’s largest supplier of adjustable beds and chairs
CLIENT: **ADJUSTABLE BEDS**

PLACED LINK: **TELEGRAPH.CO.UK**

**CLIENT LANDING PAGE**

---

**Making Dreams a Reality for Almost Three Generations**

Book your FREE home demonstration today

---

**Latest News**

---

**The Telegraph**

**Lifestyle | Men**

---

**FOLLOWED LINK**

---

**FACEBOOK AUDIENCE**

**3,834,470**

---

**TWITTER AUDIENCE**

**1,910,000**

---

**9,077,940**

**BLOG AUDIENCE**

---

**95**

**DOMAIN AUTHORITY**

---

**7.60**

**MOZ RANK**

---

**50**

**PAGE AUTHORITY**

---

---
Creating a tailored search marketing strategy for an industry-leading pet care supplier
CALIBRE
OFFICE FURNITURE & INTERIORS

Raising the online presence of a market leading office furniture provider
CLIENT: CALIBRE

PLACED LINK: HUFFINGTONPOST.CO.UK

CLIENT LANDING PAGE

8,550,000

FACEBOOK AUDIENCE

8,628,962

TWITTER AUDIENCE

8,550,000

113m unique visitors

BLOG AUDIENCE

DOMIAN AUTHORITY

87

7.06

MOZ RANK

PAGE AUTHORITY

44
GIGANTIC

EVENT TICKETS

Delivering a bespoke search marketing strategy for a leading UK ticket provider
CLIENT: GIGANTIC

PLACED LINK: HITTHEFLOOR.COM

CLIENT LANDING PAGE

FOLLOWED LINK

86,308
BLOG AUDIENCE

DOMAIN
AUTHORITY
38

5.56
MOZ
RANK

PAGE
AUTHORITY
48

FACEBOOK AUDIENCE
100,192

TWITTER AUDIENCE
16,800
Ellisons is the UK’s leading supplier to hair and beauty professionals, providing a selection of trusted brands to salons, spas and businesses all over the world.
CLIENT: E.A. ELLISON & CO LTD

PLACED LINK: FEMALEFIRST.CO.UK

CLIENT LANDING PAGE

FOLLOWED LINK

PLACED LINK

DOMAIN AUTHORITY

73

7.3

MOZ RANK

PAGE AUTHORITY

34
Look at some of the work that we compiled for this market-leading mergers and acquisitions company.
CLIENT: BCMS

PLACED LINK: WORKINGMOTHER.COM

BCMS M&A ADVISORS - OUR BUSINESS IS SELLING YOUR BUSINESS

Emily’s Tips and Quizes
Emily is a mother located in Florida who has a background education with college. She blog will cover lessons learned on a parent that also has a career. Our tips and lessons can help someone other means that Emily loves writing.

Attention Mother Entrepreneurs! Tips for Selling your Business

Facebook Audience: 196,677
Twitter Audience: 89,555
SIMPLY ACADEMY

FINANCIAL TRAINING

Learn how we generated links and results for this online development business.
CLIENT: SIMPLY ACADEMY

PLACED LINK: BESTFINANCE-BLOG.COM

CLIENT LANDING PAGE

PASSION
We provide exceptional learning, empowering you to reach your potential.

Simply is a leading financial training provider.

Here at Simply Academy, we devise and deliver recognised financial training courses across all sectors, providing highly relevant, useful knowledge to individuals and corporate organisations from around the globe.

FOLLOWED LINK

PLACED LINK

A BRIEF GUIDE TO THE CEMAP COURSE

PAGE AUTHORITY 30

DOMAIN AUTHORITY 59

TWITTER AUDIENCE 3800

5.9 MOZ RANK
Yet more proof of our work with international businesses, as we place strategic links for this travel and lettings company.
The time and effort we invested with Pall Mall really paid off as these placements and figures show.
From waste management to packaging and labelling this business is diverse so we had to make sure that our campaign was highly targeted.
WE LOOK FORWARD TO WORKING WITH YOU AND ENJOYING A SUCCESSFUL PARTNERSHIP