

We're Altitude Internet, a Digital Marketing Agency & Google Partner with a 40 strong team of Digital Experts with offices in the UK & Ireland.

We've been helping clients get found online since 2014.

With over 500 reviews online stretching back over 8 Years, we're proud of our reputation in the industry and our ability to get great results.

We provide simple, transparent and honest reporting to help you understand the progress being achieved and will help to formulate a plan to get your website found online.

We've put a few case studies together to demonstrate some of the amazing results that we have been able to generate for our clients.

CASE STUDY 1

A client in the **Utility Services** space contacted us in 2018.

They had a website but were struggling to rank organically and were not generating a sufficient level of leads to help their business grow.

We put together an intensive SEO strategy and between 2018 and 2022 **increased their organic rankings by 5,179%** on Google and 3,747% on Bing.

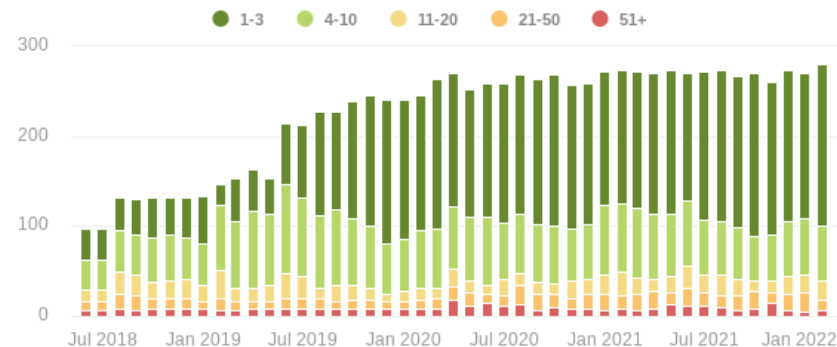
We have **increased their visibility on Google** from 94 search terms to 281 search terms.

We also supported their early strategy with a Google Ads campaign, to help generate leads from geographic areas where they were not ranking initially.

As we demonstrated a strong return on their adspend they have since doubled their spend on google ads and continue to see a strong level of leads and enquiries as a result of the campaigns.

Google Rankings

281 ▲ 32%



Google Rankings

▲ 32%

281

Bing Rankings

▲ 60%

266

Google Change

▲ 5179%

▲ 18,108

Bing Change

▲ 3747%

▲ 10,322

CASE STUDY 2

A client in the **Mystery Shopping** space contacted us in 2016.

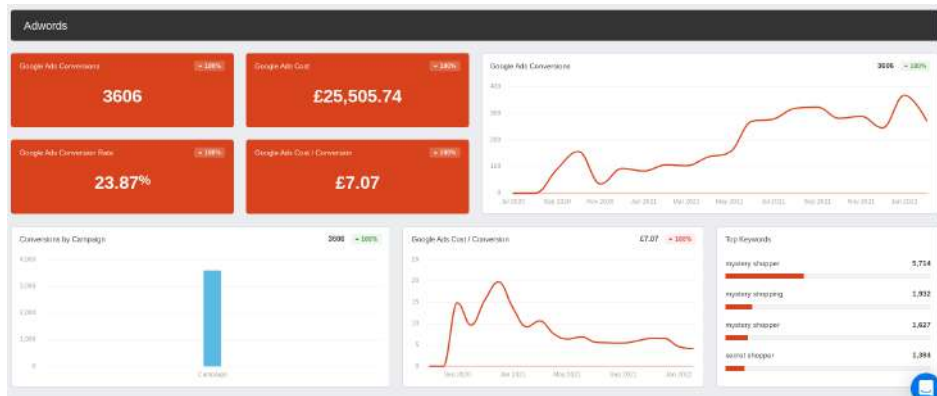
They'd tried running PPC themselves but had struggled to generate any leads that were of a high quality or that had converted.

They felt they were wasting precious resources and were losing faith in the PPC model.

We put together an **intensive digital strategy for both Google Ads and SEO**.

We've generated a substantial number of conversions for them, with 23% of their clicks completing an enquiry, either by completing a form on their landing page or calling their team.

We also supported them to help generate leads organically with an **intensive SEO plan**, and have seen their business expand across the UK as a result of high quality lead generation.



CASE STUDY 3

A client in the **Serviced Office** space contacted us in 2021.

They were struggling to compete online with some of the Global brands, we conducted a deep dive into the search terms relevant for their industry and found some that they could realistically compete with.

We have **helped them to gain over 10,000 positions in the Google search results pages** allowing them to generate leads and compete with Global brands on a more local basis.

We often see local or regional brands trying to compete with well established brands online and can advise on a bespoke plan of action to get them traction online in search results that really matter.



CASE STUDY 4

A client in the **E Commerce Furniture** space contacted us in 2020 during the height of the Covid 19 Pandemic.

They wanted to generate greater exposure online and increase traffic, leads and sales from their website.

We have helped them to generate **341,000 sessions with a 3+ Minute duration** and during 2021 they **increased their organic sales by £200,000** compared to 2020.



Sessions ▲ 3056%

341 K

Avg. Session Duration ▲ 8%

00:03:05

% New Sessions ▲ 6%

72.66%

CASE STUDY 5

An e-commerce brand approached us in 2021 and wanted to **generate greater exposure socially**.

We have worked with them each week to promote their key products across Instagram and have **now amassed over 20,000 followers, and over 7,000 likes**.

This is a great way to increase your '**social proof**' and drive relevant traffic and exposure for your brand or products / services.

We can also provide organic posting and paid advertising across the social networks.

Instagram

Instagram Followers

▲ 9%

20,738

Instagram Comments

▲ 1383%

445

Instagram Likes

▲ 1738%

7,501

CASE STUDY 6

A medium sized regional law firm approached us during 2019.

They had tried SEO without much success and felt their previous provider had reached the ceiling of what they could rank for locally.

We reviewed the strategy and addressed the weakness in their website which were mainly a lack of quality keyword content and to help **formulate a plan to achieve high quality link building**.

We created a bespoke content strategy and link building drive, **helped to increase their organic rankings from 27 search terms to 54 search terms on google, an increase of 100%.**

Google Rankings

54

▲ 100%

Google Change

▲ 390

▲ 100%

CASE STUDY 7

A client in the **e-commerce** space contacted us in 2019.

They needed to generate more traffic to their website and needed greater exposure in the organic search results.

Having worked with a couple of different SEO agencies, they felt they struggled to find a partner that could generate lasting results.

We have worked hard to **generate a 4,300% increase in sessions**, with an average session duration of over 4 minutes.

Generating a high level of Google traffic with '**strong intent based**' search terms we have seen a huge increase in their visibility generally.



CASE STUDY 8

A client in the **Trademark Registration** space contacted us in 2017.

They'd be spending money with Google and Bing Ads without seeing a suitable return on their investment.

We restructured their respective ads accounts, designed new creatives, and built out the negative search terms lists within the accounts.

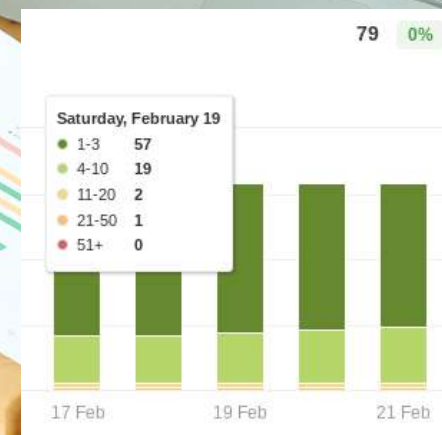
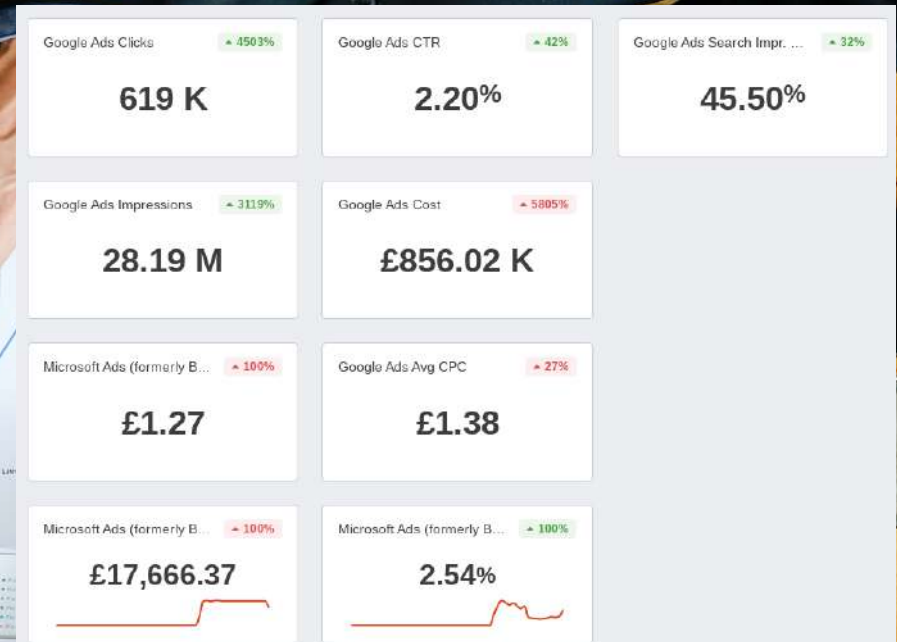
By creating new ads with **compelling calls to action**, we were able to **demonstrate a strong return on their ad spend**, and have worked with the client to scale their ads account over the last 5+ years.

They continue to win new business across the UK by increasing their impression share, relevant traffic and **now invest over £25,000 each month** on Google Ads.

Once they understood the clear ROI we could generate they didn't hesitate in scaling their spend.

We're also running intensive SEO for them, and by targeting their most critical search terms organically we expect to be able to help them further scale their business by appearing twice in the google search results, **with both a paid ad and an organic search term.**

They're currently ranking on page 1 of Google for 76 different search terms, 57 of which are in the top 3 google rankings.



CASE STUDY 9

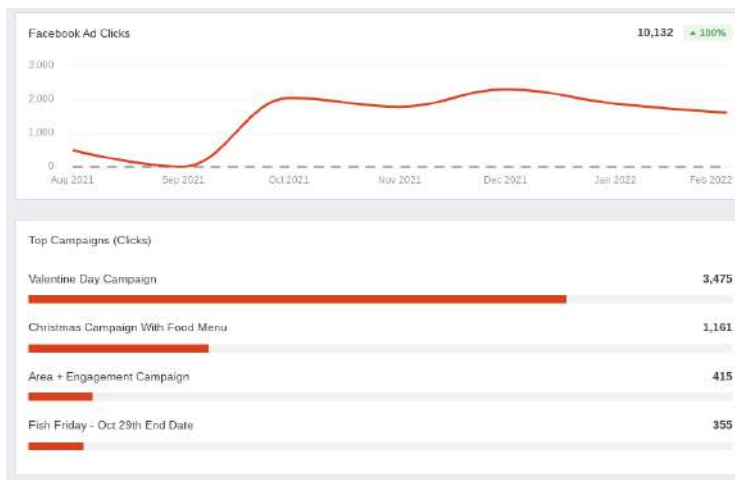
A client in the **Local Pub / Restaurant** space contacted us in late 2021.

Following a recent refit, they needed to **generate enquiries focused around key events**, like Christmas, Valentines, Mothers Day and Easter.

We worked with them to generate a number of effective **Facebook Ad Campaigns that increased their profile locally** around these key events.

Generating a high level of local awareness following a substantial refit, our campaign helped them to 'sell out' tables and increase their revenue around these key dates.

Facebook Ads are an effective and high impact way of targeting specific demographics, age, gender, postcode and interests.



CASE STUDY 10

A client in the **Car and Van Leasing** space contacted us in late 2016.

They'd been advertising using directories but needed greater traffic from Google and Bing.

They are in the super competitive niche, of short term car leasing, where getting ranked on Page 1 had historically proved to be difficult for them.

Not only were they competing with other short term car leasing companies, they also had to compete with the actual vehicle manufacturers, such as Audi, BMW, Mercedes and Volvo.

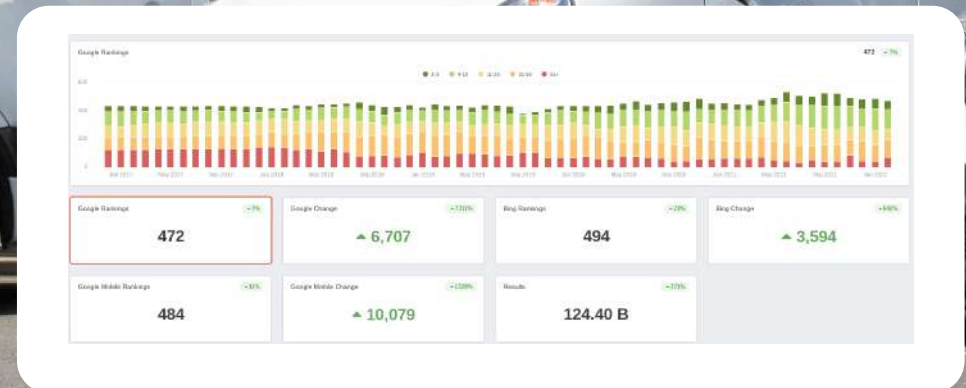
We conducted **thorough keyword research** in order to find and then focus on some lower competition search terms, where they could compete better locally, regionally & nationally and in some cases even out rank the manufacturers websites.

We increased their Google rankings within 4 - 5 months and fast forward five years **we've increased their rankings by over 20,000 positions.**

They now have over 200 search terms on page 1 of the search engines.

We also provide Google Ad Management services and click fraud protection services, to help them get found for specific search terms where they can't compete with the global car brands organically.

Over the last 5 years they've grown substantially as a business, in part due to their growth in digital marketing and lead generation services.



CASE STUDY 11

A client in the **Online Insulation** space contacted us in 2018.

They had a website that was ranking on page 1 of Google organically for some search terms, but they needed to rank organically for many others too.

We put together an intensive SEO strategy and between 2018 and 2022 **increased their organic rankings on Google by 1,100% and 657% on Bing.**

We have **increased their visibility** on Google on Page 1 from 23 search terms to 51 search terms.

As their traffic increased, so did the enquiries and sales.

We have helped to support an extensive expansion of their website and have included additional 'bolt on' work for new pages, and undertaken extensive link building and third part blogger outreach to help increase the momentum of traffic and the authority and visibility of their site.



CASE STUDY 12

A client in the **Skip Hire** space contacted us in 2017.

They needed a new website and then importantly, they needed to rank organically across Dublin and for many 'locally based searches'.

We designed a new website from the ground up, sourced images and designed the site with SEO 'in mind'.

Like many sectors, Skip Hire can be highly competitive with many local and national contractors seeking page 1 dominance.

We put together an intensive SEO strategy and between 2017 and 2022 **increased their organic rankings in the search engines results pages by 2,932 positions.**

Crucially we increased the number of terms on page 1 of Google from 4 to 19.

Their traffic increased within a few months of us starting work, leading to an increase in business and sales.

After 5 years they have continued to invest in their SEO and have seen a huge increase in their rankings on a monthly basis.



CASE STUDY 13

AA client in the **Online Retail** space contacted us in April 2021.

They had recently launched a new business selling beds and wanted to challenge the major players in the space.

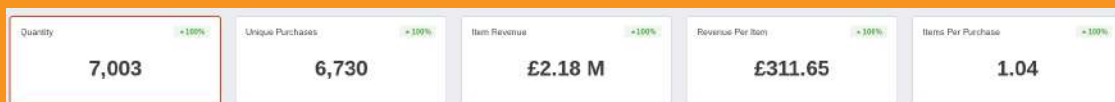
Some of these competitors had been established for decades and would have invested significant time and resources into their digital marketing.

They had invested significantly in Google Ads but were only generating 1.7% of their traffic from the organic search results.

We put together an **intensive SEO strategy** and within 10 months they'd seen **their organic traffic increase from 1.7% to 54% of their overall traffic**.

We have **increased their visibility on Google** massively and whilst they continue to invest heavily in Google Ads, they have been able to generate high levels of sales and traffic from the organic search.

They have also been able to challenge some of the National brands for highly competitive search terms on **google ranking on page 1** for a variety of national search terms which deliver them sales on a daily basis.



This has been a major success story for what remains a relatively new business, in the 30 days ending 22 February 2022, they had generated sales of £2.18M from over 7,003 individual sales.



CASE STUDY 14

A **regional chain of hearing** clinics contacted us during 2020 and wanted a bespoke SEO & Paid Search plan for their business.

They had a chain of 6 clinics at the time in Essex and East London and have since expanded their business and now have 13 clinics in neighbouring Counties too.

We've grown their SEO exponentially and they now have over 200 keywords on page 1 of the Google search results.

Their Google Ads campaign is generating a significant level of conversions for their various clinic locations and their online bookings have surged.

They've scaled their spend significantly as a result of the strong ROI they've seen and to aid their expansion and we're delighted to have worked with such an ambitious business owner to help grow their business and online visibility.

They operate in a competitive sector and competing for page 1 results is no easy task.

Our SEO capability has seen them generate significant levels of organic traffic helping to make them less reliant on paying Google for clicks as Google Ads has become super competitive for their sector over the years too.



CASE STUDY 15

An **online fabric retailer** contacted us during 2019 and had been struggling to generate online sales as their business wanted to become less reliant on their physical bricks and mortar high street location.

The world was fast moving online and they wanted to capitalise on this growth opportunity.

We made a number of recommendations and consistent optimisations over many years has seen a surge in traffic and online sales.

Despite many Google algorithm changes over the years, we've grown their organic rankings by over 12,000 positions across both Google and Bing and continue to generate great exposure online.

They'd previously invested in SEO without seeing great results, but were especially nervous about changing their SEO agency.

We helped put them at ease and have continued to help provide education around our method and ongoing work with regular and detailed monthly update calls.

A consistent investment in link building over the last 4 years + has played an important role in helping them to achieve online success.



CASE STUDY 16

A **Sussex based air conditioning company** had been facing uphill battles with generating online enquiries from their website and they wanted to generate more commercial work in London.

They contacted us during late 2020 and at the time were ranking for just 4 keywords organically.

We put together a strategy to build out their site content in conjunction with their web developers and agreed on a list of 'top' keywords to go after.

Fast forward to 2023 and we've grown their google rankings by a massive 4,525 positions and they're now ranking for over 130 keywords.

Many location based keywords that were just not ranking when we started work now dominate page 1 of Google and Bing and they're generating a consistent level of enquiries and the commercial work that they once dreamt of.

This is a very competitive niche to operate in with intense competition for page 1 results, especially in and around London.

Google Change

▲302%

▲ 4,525

CASE STUDY 17

An existing client was launching a new business to sell **Lithium Batteries in the UK** and they had a brand new website ready to launch.

The new site was not ranking, which was to be expected but they wanted to see results as soon as they could, knowing that this would be the catalyst their business needed to generate sales.

We set about detailed keyword research and competitor analysis to 'home in' on the powerful keywords that they needed to generate traffic from.

We have seen dramatic growth in their rankings over the 8 months from Jan to August 2023 and supporting them with a Google Ads campaign helped to generate sales in those early months whilst waiting to rank organically.

They have 36 keywords on page 1 (at the time we prepared this case study) and are now seeing a consistently growing level of online sales and enquiries.



CASE STUDY 18

In December 2022 we were approached by a retailer in Ireland that sells running shoes and sports accessories from their physical stores and also from their e-comm site.

They'd been with other digital marketing agencies and were not confident that they were doing what needed to be done to take them to the next level.

They engaged with us for both SEO and also Google Ads Management.

As well as increasing their organic rankings and traffic substantially, we have generated fantastic returns (ROI) from their Google Ads campaigns.

They spent £25,000 on ad clicks and generated £429,000 in sales, a 16x return on their click spend.

Our campaign team stays on top of the project weekly and we have implemented all of the best practices into their ads account and have continued to see rising sales and scaling spend in line with the results being achieved.



All Conversion Value +238%	Avg CPC -39%	Clicks +90%
€429.34 K	€0.25	104 K
Conversions +230%	Cost +18%	Cost / Conversion -65%
9,906.56	€25,829.32	€2.61

CASE STUDY 19

A client in the IT Sector contacted us in 2023. They refurbish tech equipment including Laptops, PC's, Tablets and Mobile Devices.

This sector has become more and more competitive, especially since Covid as more people tend to work from home and have hybrid working options.

They were spending significant sums with Google Ads and they wanted to drive more organic leads and rank better on page 1 of the search engines.

We created a content strategy to focus on their most important keywords and improved the health score of their website from 49% to 90%.

Within 10 months the organic traffic had increased by 282% and their rankings on Google had increased by over 1,700 positions.

They still invest in Google Ads to this day but have been able to drive significantly more traffic organically allowing them to scale their business faster without investing such a proportionate sum in their PPC Campaigns.

The chart below (in blue and purple) shows their organic traffic (clicks and impressions) taken directly from Google Search Console.



CASE STUDY 20

In early 2024 we were contacted by one of the leading granite and natural stone suppliers in Ireland.

They were frustrated they were not generating sufficient enquiries from their organic channel and wanted to drive more traffic, leads and enquiries.

We created a bespoke plan of action including a content calendar and link building strategy to help improve the user experience of the site and domain authority.

We've seen a significant increase in the website's organic traffic.

- Within around 4 months we achieved a total of 3,420 clicks compared to 1,830 in the previous three-month period, reflecting an impressive growth of 86%.

Similarly, our total impressions have risen from 69,100 to 97,800, a 41% increase. These numbers show that our SEO efforts are paying off, leading to improved visibility and engagement.

Our strategy significantly benefited the specific category pages that we were looking to gain traction for:

- **Increasing Authority:** High-quality backlinks signal to search engines that your website is credible, increasing its authority in the industry.
- **Targeted Traffic:** By acquiring links from relevant websites, we can attract more focused traffic to specific category pages.
- **Boosting Rankings:** Improved authority and relevant traffic translate to higher rankings for competitive keywords



CASE STUDY 21

In 2023 we started working with a supplier of automated gates, accessories and parts.

They had been impacted by some google algorithm changes and had lost some important keywords that had previously generated them significant traffic and enquiries.

We completed a complete technical audit of their website and set about resolving the many problems that existed.

- Fixing 4XX Errors
- Optimising on-page content & formatting
- Optimising Titles
- Internal linking
- Redirects
- Removal of low value pages from indexing
- Indexed updated pages
- Created a bespoke content calendar to improve the quality and amount of content
- In depth competitor analysis

Within around 6 months, we'd resolved all of their technical issues and had shown growth of 31% in terms of their organic traffic.

Some of the keywords that we had targeted had increased their position from pages 9 and 10 of Google to pages 1 and 2.

Their google positions had increased by over 600 positions compared to the previous quarter helping to drive their organic traffic and exposure on the search engines.

☒ Total clicks	☒ Total impressions
3.45K	295K
Last 3 months	Last 3 months
2.62K	229K
Previous 3 months	Previous 3 months

CASE STUDY 22

In 2022 we started work with a leading retailer of sports and athletic wear located in Ireland.

They operated a bricks and clicks model with a chain of stores and e-commerce functionality on a fantastic website.

We agreed on a combination of paid search and search engine optimisation, to drive their traffic, leads and enquiries and e-com sales.

A PPC Campaign focused on their top selling sports apparel and delivered over 19,000 conversions with a cost per conversion of less 4 Euro.

Our PPC team focused on specific products in specific quarters with a push in certain retailing windows to drive their sales and product enquiries.

We increased the optimisation score of their google ads account from 39% to 96% in a short space of time, resolved issues with their conversion tracking and returned their account to a positive ROAS.

ROAS (Return On Ad Spend) is a crucial metric for most businesses and allows them to scale their spend and sales aggressively.



CASE STUDY 23

A client who specialises in the **home improvement sector**, (primarily **windows and doors**) cancelled our services and changed their digital marketing provider.

Within around six months, they'd noticed a drop in traffic and leads, primarily from some of their most important keywords dropping from page 1 to pages 2 and 3 of Google.

We reviewed the issues and we started working together again in early 2024.

Within a few months we'd resolved the issues and their traffic increased by 12% in the first quarter of re-engaging with us.

Our content team produced a new content calendar and completed some on page changes and optimisation which saw some of their keywords gain 20 to 30 positions in a short period of time.

This strategy was supported short term by a targeted Google Ads campaign to drive instant enquiries, which lead to a recovery in their enquiries.

Our team is always happy to help and support clients, past and present with their digital marketing requirements.

We're confident that within the next few months, they will have seen a complete recovery from their lost rankings and will generate more leads from their search engine optimisation activity.