

## Downland Cycles Case Study

**URL:** <http://www.downlandcycles.co.uk>

**Platform:** Static HTML Website

**Product:** Bicycle Fitting, Bike Fitting, Touring Course, Park Tool School

**Campaign:** Search Engine Optimization

**Time Frame:** August 2009 - Till Date

### Background:

Downland Cycles specializes in high quality cycles, clothing, cycle hire, cycle repairs, and cycle maintenance and repair workshops. Downland Cycles stocks a large range of clothing, bikes and frames. They have a large fleet of cycles for hire in sizes to suit all riders, male, female or children.

### Challenge:

When it was the time to make website: [www.downlandcycles.co.uk](http://www.downlandcycles.co.uk) noticeable in the race of Search Engines, Company approached eSign Web Services for performance driven Landing page optimization and link building campaign. Company was looking forward for:

- Getting High ranks for industry relevant keywords
- Getting high traffic of potential and focused customers on the site
- Getting the website pages optimized for relevant keywords
- Implementing all important on-page changes on website that were missing
- Improving navigational structure by adding text link on website
- Running an aggressive link building campaign to improve web popularity

### Our Strategy:

We accepted the challenge. Using a planned approach, our SEO team started off with:

- First of all keyword research was carried out to choose relevant keywords that best describe the site and also help in improving site's relevance.
- Website optimization was carried out to improve the relevance of site for some industry related keywords and this was done by rewriting Title tags, Meta tags including hyperlink, ALT tags optimization, different sitemap file generation and Search engine submissions.
- Navigation structure has been improved by adding text links at the bottom of all web pages
- This was followed by link building campaign to increase the link-popularity of the website.



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## Downland Cycles Case Study

### Results:

#### SEO Ranking Report

Report Overview			
Checked URL's	<a href="http://www.downlandcycles.co.uk">http://www.downlandcycles.co.uk</a>		
Brief Ranking Report			
KEYWORDS	GOOGLE CO.UK	YAHOO CO.UK	BING CO.UK
Autumn Sportive	1	1	1
Bike Mechanic School	1	3	2
Wheel Building Course	1	1	1
Tandem Course	1	3	2
Park Tool Course	1	1	2
Bicycle Maintenance Course	1	1	4
Cycle Maintenance Course	2	1	2
Frame Building Course	3	1	1
Tandem Fitting	3	1	4
Evans Ride2work	3	5	3



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## Downland Cycles Case Study

Google Analytic Report



### Traffic Sources Overview



Before

■ **Search Engines**  
1,737.00 (64.57%)

■ **Referring Sites**  
531.00 (19.74%)

■ **Direct Traffic**  
422.00 (15.69%)



After

■ **Search Engines**  
6,313.00 (73.25%)

■ **Referring Sites**  
1,348.00 (15.64%)

■ **Direct Traffic**  
958.00 (11.11%)

### Conclusions:

- Website is ranking for all the targeted keywords on Google, Yahoo and Bing search engine.
- As a result of running effective On-page and Off-page SEO campaign, the traffic from referring sites improved tremendously.
- The traffic for the targeted keywords has shown remarkable growth, improving the overall page-rank of the site.

### Client Testimonial

"Our website is now showing as top ten for all the key word searches we chose. The indexing down by eSign Web Services and the SEO work accomplished has been outstanding. The efforts and dedication shown by the team has made our business triple and we are now enjoying more triumph and success than we ever thought possible, thank you and look forward to working with you again on our next project."



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