

## Granite4less.co.uk

### The Client:

Granite4less is nationwide granite supplier and distributor in UK. granite products in affordable prices for several years.

Major products by Granite4less:

- Kitchen Worktops
- Granite Worktops
- Granite Countertops
- Wooden Kitchen Worktops
- Laminate Kitchen Worktops

### Objective:

The client had a strong requirement of maximum visibility of granite4less.co.uk on web to grab the every single business opportunity through search engines.

### Challenge:

As the company deals in UK market so we had task for optimization in Google.co.uk and other local search engines. Along with regional promotion following task was required special attentions:

- Finding potential keywords that could bring potential visitors
- A short time span for achieving top rankings
- Displacement of some well established website from SERP in order to reserve a significant position in search engine rankings
- High conversion rate without changing website design

Only high rankings and heavy traffic were not only a matter of concern, Granite supply orders from website was the ultimate goal which could be achieved only with high conversion rate of potential visitors in to online inquiry.

**Strategy:** For interlinking different tasks in order to get ultimate goal; accuracy and perfection was the only way to success. We adopted simple but sound strategy that includes:

Re Designing SEO: TGranite4less was previously optimized by some other company who implemented old SEO techniques which are things of past and mismatching the current algorithm of search engines. Our very first task was redesigning SEO for website for quick positive response from search engines.

Main Keywords : 80  
Top 10 in Google : 52  
Top 20 in Google : 71  
Top 30 in Google : 80  
Rank Achieved in : 5 Months

Page Loads : 1600  
Unique Visitors : 400  
Returning Visitors : 110  
Conversion Ratio : 9:1



# Case study

<http://www.maximumhit.com>  
[email: info@maximumhit.com](mailto:info@maximumhit.com)

**Regional Promotion:** For branding of Granite4less we made it popular in regional forums, blogs and other online communities that are consider as major source of knowledge about granite related information.

**Information Rich Website:** We analyzed the behavior of visitors in this sector and found that they like to read maximum information about the granite, like types of granite, pictures, process, prices etc. For providing useful information we placed lots of content on website along with FAQ section that contains almost all genuine queries that might strike the buyer's mind before finalizing a deal.

**High Conversion Rate:** High traffic and low conversion, it is most irritating situation for any website owner. To avoid this situation we worked on every single webpage that kept low bounce rate and high conversion ratio.

All this worked in our favor and we manage to add one more satisfied client in our clientele list.

## Results:

Now the Website - Granite4less is one of the most business generating channel for company.

## Main Keywords : 30

	Month	Month	Month
	2	4	6
Top 10 in Google	22	35	52
Top 20 in Google	28	53	71
Top 30 in Google	30	72	80

Page Loads Daily :1700

Unique Visitors Daily : 325

Returning Visitors Daily : 80

Average Leads Daily : 7

### Testimonial:

"Before Maximum Hit, I worked with some internet marketing companies with worst experience that made an adverse opinion about this industry. But this company done exceptional job for us and now I can say that if you have reliable offshore internet marketing partner like Maximum Hit then it can be true worthy for your business."

Mr. Steve Patterson (Founder)

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