

## Link Building leads to 427% increase in website visitors

### The Preparation: Strategic Analysis identifies room for online improvement

Through a strategic analysis, Surrey solicitors Atkins Hope defined a set of areas within the firm that were open to improvement. One of these was marketing, and it was decided the firm's website was a key factor that could be helping to build their profile.

However, investigations into current search engine placement gave cause for concern. With a striking strap line promising 'Our clients are first', the firm could hardly say the same thing about their positioning in the search engines which was certainly not first - in fact - the site was literally 'off the radar' and worryingly, major competitors were enjoying the top listing spots.

### The Brief: to Create a strong Online Presence

Frank Saxby, responsible for the firm's marketing, appreciated that building a successful online profile would command a long term plan. He decided the firm needed expert help, so he approached Conscious Solutions to collaborate on a web marketing programme.

### The Solution: Link Building Programme

Working on the tried and tested SEO adage that the more inbound links a website has, the more search engine visibility it will achieve, Conscious Account Manager Peter Bowen planned a 6-9 month link building programme involving submitting the firm's details and web link to several online directories and external websites.

### The Results: Staggering - 427% more website visitors

After nine months, it was clear the link building programme had been a success. Frank Saxby was only too keen to report on the results:

*"Our online presence has been boosted considerably. The biggest advance has to be our visitor numbers which are up a startling 427% year-on-year and our page views have increased 371% to a decent 3.8 pages per visit."*

77% of visits to the Atkins Hope website in January 2009 were new visitors and 71% came through search engines. The results show clear growth and a much enhanced search engine presence, with the site now ranking #1 for 'Croydon Solicitors' and page 1 for searches including 'Surrey Solicitors' and 'divorce lawyers Croydon'.

As well as the clear benefits of inbound links, Peter Bowen puts the success of the campaign down to the firm's clear strategic focus and their willingness to invest time and effort into an on-going plan rather than demand the quick-fix that so many other website owners do.

### The next step

Delighted with the results to date, Atkins Hope intends to continue implementing a range of SEO initiatives as part of their overall growth strategy, as well as making improvements to the website itself. Frank Saxby says:

"The link building was all about being found in the search engines. Now we have a good traffic flow, the next step is to make our website a better place for visitors to be so that they instantly trust us and want to do business with us. Naturally we'll be looking to Conscious Solutions for their usual high level guidance, which has already helped us immensely in our firm-building efforts."