

Search engine optimisation

Short one line

Comprehensive strategies to enhance your search engine presence

Case Study Client

Hertz

Situation

Hertz.co.uk ranks on search engines were lower than many competitors. The reason behind this was a combination of low keyword density, lack of content on website platform and lack of content changes. Hertz had a global web platform which made changes only for the UK very expensive and of low priority. The site had a large number of inbound links but the links were inefficient and not contributing towards ranks on competitive keywords.

Solution

The solution was on multiple fronts:

- Increasing site relevance
- Working on exposing maximum possible site content to search engines
- Worked with IT to fix SEO related issues with website
- Revamp of inbound links by contacting link partners

Result

hertz.co.uk's overall visibility on searches for car hire related terms shot up from outside the top 20 websites into rank #6 as per an independent survey