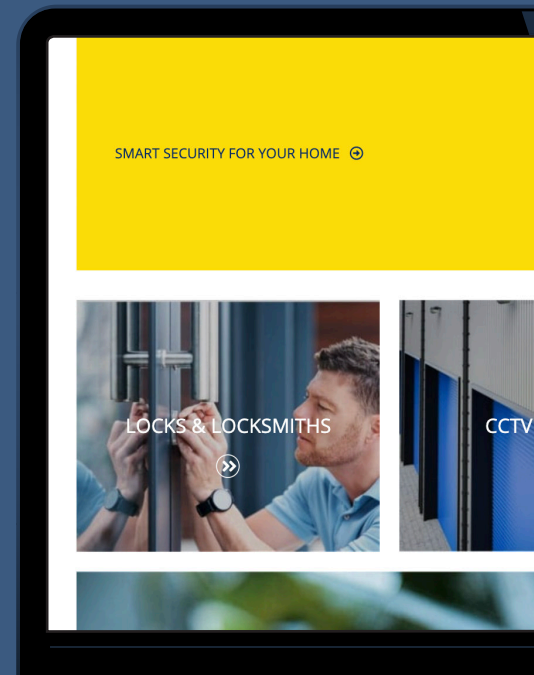
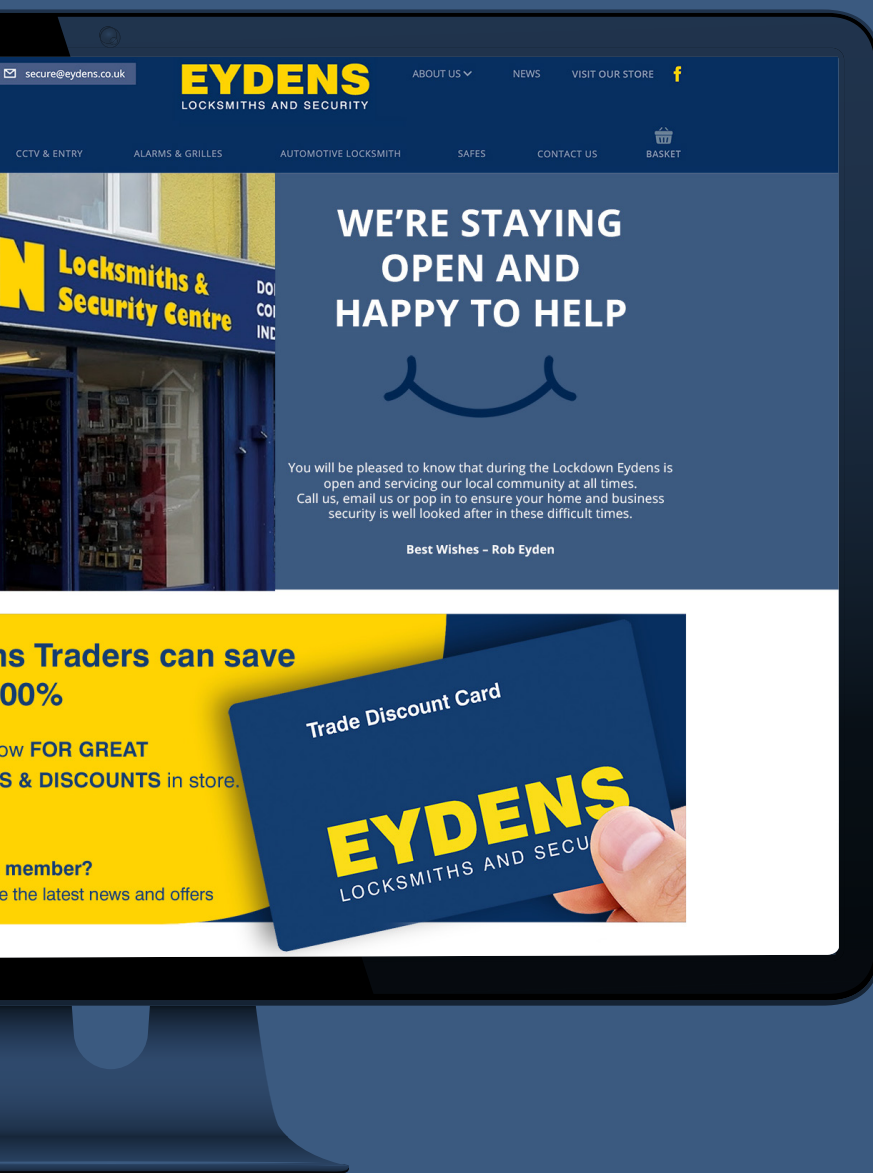


CASE STUDY

Eydens Locksmith and Security



CASE STUDY

www.eydens.co.uk

Background

Eydens Locksmiths & Security came to Forty49, seeking support with their branding and online presence in 2019.

Eydens had built a word press-based website and over time had reactively added more and more content on the basis that it would result in more traffic. The result was a site that had multiple areas of interest and messages to the consumer competing, and a confusing visitor experience.

Eydens was not ranking well for their core services, and it was important for the business owner to improve their presence in Coventry, their service area. The current website was not assisting with this.

At the same time, to obtain results in the short term, Eydens had invested in paid for advertising with Yell.com and Facebook, to drive traffic and get the phone ringing.

Solution

Firstly, we agreed with the client their objectives for the website and did an assessment based on that as well as some competitor research. Client was keen to drive visitor numbers and increase brand awareness but had been focused on short term wins. We also established key messages and services and a clear navigation for the site. It was also clear, even from a cursory glance, that visitors to the website from organic and direct sources completely outweighed that of PPC.

There also needed to be a better hierarchy and guidance through the website, as well as on each page for the visitor. We agreed that it would be more cost effective to build a new website correctly from the ground up rather than to retro fix the current site. The new site would prioritise and maximise content, navigational flow and in the end, engagement.

For the front-end design, the new website clarified and strengthened the brand and their positioning. The simplified navigation based around a better grouping of products and services was designed to enhance the visitor experience. New content was created around the user needs, the business and what Google demanded in search terms. We also implemented a strong SEO and content programme that built on this each month.

Result

Eydens now ranks organically at number one on page one for more than 98% of the main business services in and around Coventry. In addition to this, the client has completely stopped spending on pay per click advertising and is rather focused on building new content to meet the business demands. Each phase of activity on the website is measured and results driven, with organic brand building created through blogging, social media and other marketing efforts.

Each step has been considered to build a solid online presence that is future proof and sustainable. It is never a simple decision to rebuild a website, but along with planned SEO and content building it is a sound, long term decision that will result in better business, and will repay tenfold the cost and time spent.

Figures: Ranking 2020

Zero key search terms in top 3 position on page 1

Figures Ranking: 2021

13 Key search terms in the top 3 of Page 1

Comment:

The locksmith SEO market is one of the most competitive there is. This is because if you are not in the top 3 you generally don't get calls. In fact, we estimate that approximately 60% to 70% of clicks in organic search results are position 1.

In this context the move up from the ranges 4th to the bottom of page one to the top slot and top is a significant improvement. It has made the difference between getting calls and not getting calls!

CASE STUDY

Eydens Locksmith and Security

Stats

Search Query (Organics)	Impressions	Position Before SEO work	Position 7th Sept 2020	Change	Position July 2021	Position Dec 2021	Note
auto locksmith coventry	229	7th	6th	+1	1st	1st	
coventry locksmith	215	4th	4th	no change	1st	1st	
coventry locksmith shops	192	Not Recorded	Not Recorded	3rd	3rd	2nd	
car locksmith coventry	124	8th	6th	+2	1st	1st	
locksmith in coventry	117	4th	4th	no change	1st	1st	
key cutting coventry	115	6th	6th	no change	4th - 6th varies	3rd	Google not using new page yet
locksmith coventry	110	4th	4th	no change	1st	1st	
coventry locksmiths	103	4th	3rd	+1	1st	1st	
auto locksmiths coventry	101	10th	8th	+2	2nd	1st	
locksmith radford coventry	84	Not Recorded	Not Recorded		5th	4th	
cheap locksmith in coventry	84	Not Recorded	Not Recorded		3rd	5th	
cheap locksmith coventry	83	Not Recorded	Not Recorded		3rd	5th	
locksmith coventry counon	75	Not Recorded	Not Recorded		3rd	2nd	
locksmiths coventry	64	Not Recorded	Not Recorded		1st	1st	
locksmiths in coventry	53	Not Recorded	Not Recorded		1st	1st	
car key replacement coventry	28	6th	3rd	+3	1st	1st	
car key cutting coventry	14	10th	8th	+2	4th	1st	

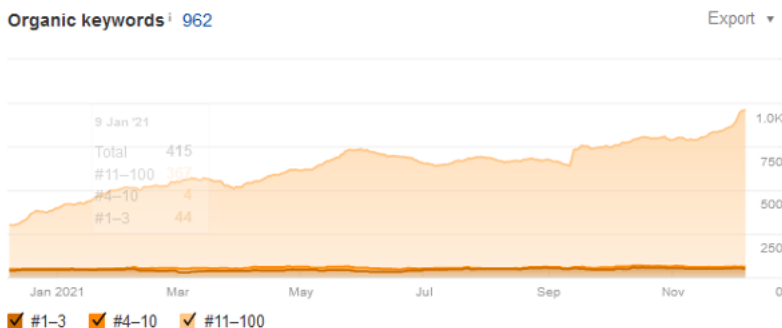
Home | Eydens Locksmiths & Security Centre in Coventry

www.eydens.co.uk/

How to use

Ahrefs Rank ⁱ 13,489,543	UR ⁱ 30	DR ⁱ 14	Backlinks ⁱ 1.36K -17	Referring domains ⁱ 101	Organic keywords ⁱ 1.1K PPC 0	Organic traffic ⁱ 1.3K	Traffic value ⁱ \$10.0K PPC \$0
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Backlink profile **Organic search** Paid search



Country	Keywor...	Traffic ⁱ
All coun...	1.1K	1.3K
United Kingdom	962	1.3K 99.6%
United States	44	2 <1%
Hong Kong	3	2 <1%
New Zealand	2	1 <1%
Germany	2	<1 <1%
Sweden	1	<1 <1%
Mexico	1	<1 <1%
Ireland	1	<1 <1%
Egypt	1	<1 <1%
Thailand	2	<1 <1%
Malaysia	4	<1 <1%
India	10	<1 <1%
South Africa	3	<1 <1%
United Arab Emirates	1	<1 <1%

Show more

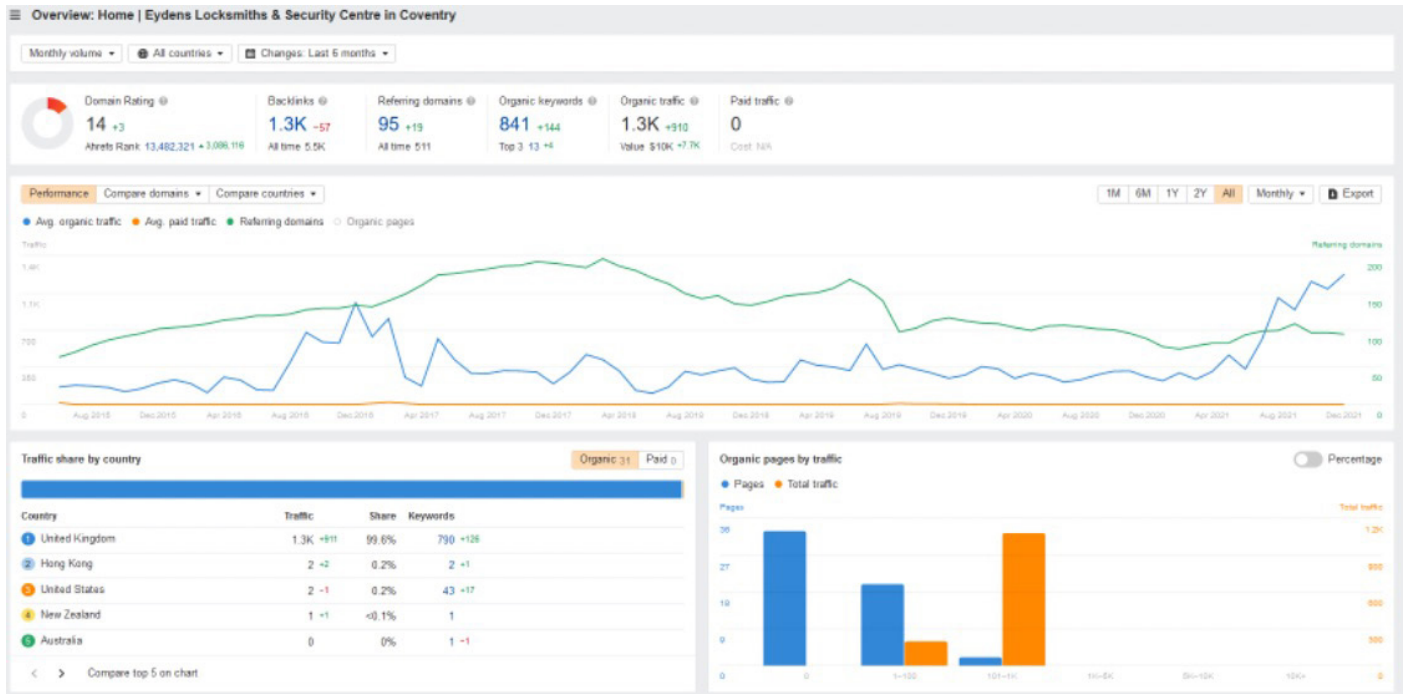
Top 10 competitors ⁱ	
1	carkeyssolutions.co.uk
2	keytomycar.co.uk
3	ahmedslocksmith.co.uk

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NEW MEDIA
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