topposition

The Legal Deed Poll Service wanted a search engine optimisation package that would increase their search engine visibility and overall media presence. Above all, they wanted to use their organic search campaign to drive more relevant traffic to the web site, increase conversions and reduce paid search expenditure. The service had to be ethical and accountable.

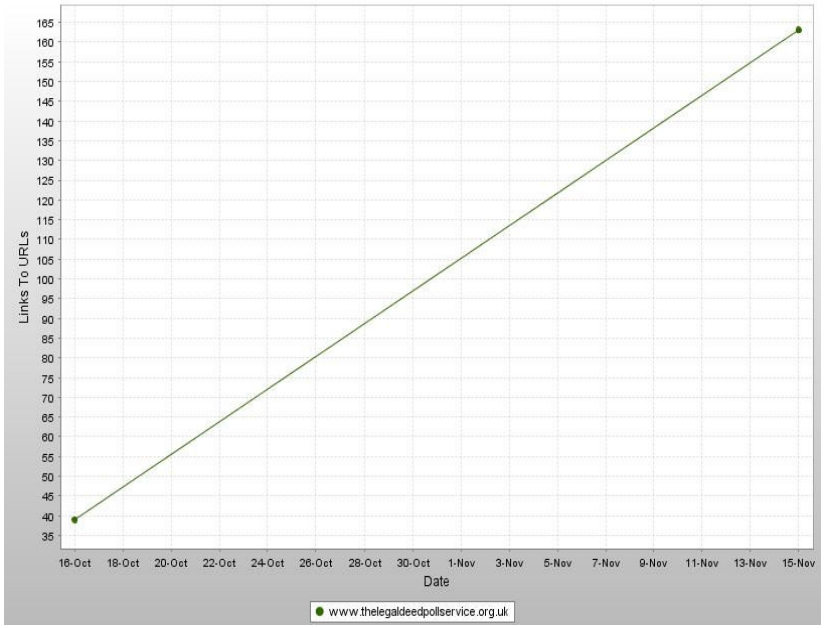
One month in and their SEO account manager at Top Position has created more brand buzz than most businesses see in a whole year. We have designed a multi-tiered approach underpinned by digital marketing and social media activity. This has resulted in more than 136,000 new pages about the client on Google and a return on investment of 20:1.

Already, web site stats and conversion rates are showing a marked increase. The first digital PR activity generated £10,000 worth of business, an unprecedented level of return. The ambitious SEO strategy cites positive social media brand buzz, online consumer interaction and a solid SERP position for a number of primary and secondary keywords amongst its goals.

The PR

The Coverage

The Result



CASE STUDY: THE LEGAL DEED POLL SERVICE