

My Kitchen Worktop - Success Story

Company Name: My Kitchen Worktop

Brand Name: My Kitchen Worktop

Website: <https://www.mykitchenworktop.co.uk/>

Industry: Kitchen Worktops Supplier

Target Market: UK

Work: Search Engine Optimization

Goals: Increase visibility in Google's Organic Search Results

About My Kitchen Worktop

My Kitchen Worktop, your ultimate destination for premium kitchen worktop solutions. We specialize in offering an extensive range of high-quality kitchen worktops crafted to elevate the aesthetics and functionality of your culinary space. From timeless granite and luxurious marble to durable quartz and contemporary laminate, we have worktop options to suit every style and budget. Our commitment to excellence ensures that each product is sourced from trusted suppliers and manufactured to the highest standards. Explore our collection today and transform your kitchen into a culinary masterpiece with My Kitchen Worktop.

Business Challenge

- Increase visibility of website in Google's SERPs within 6 months' timeline
- Never optimized for search engines
- Competition with well-established competitors in market
- Client depending on only Organic channel initial to grow the business

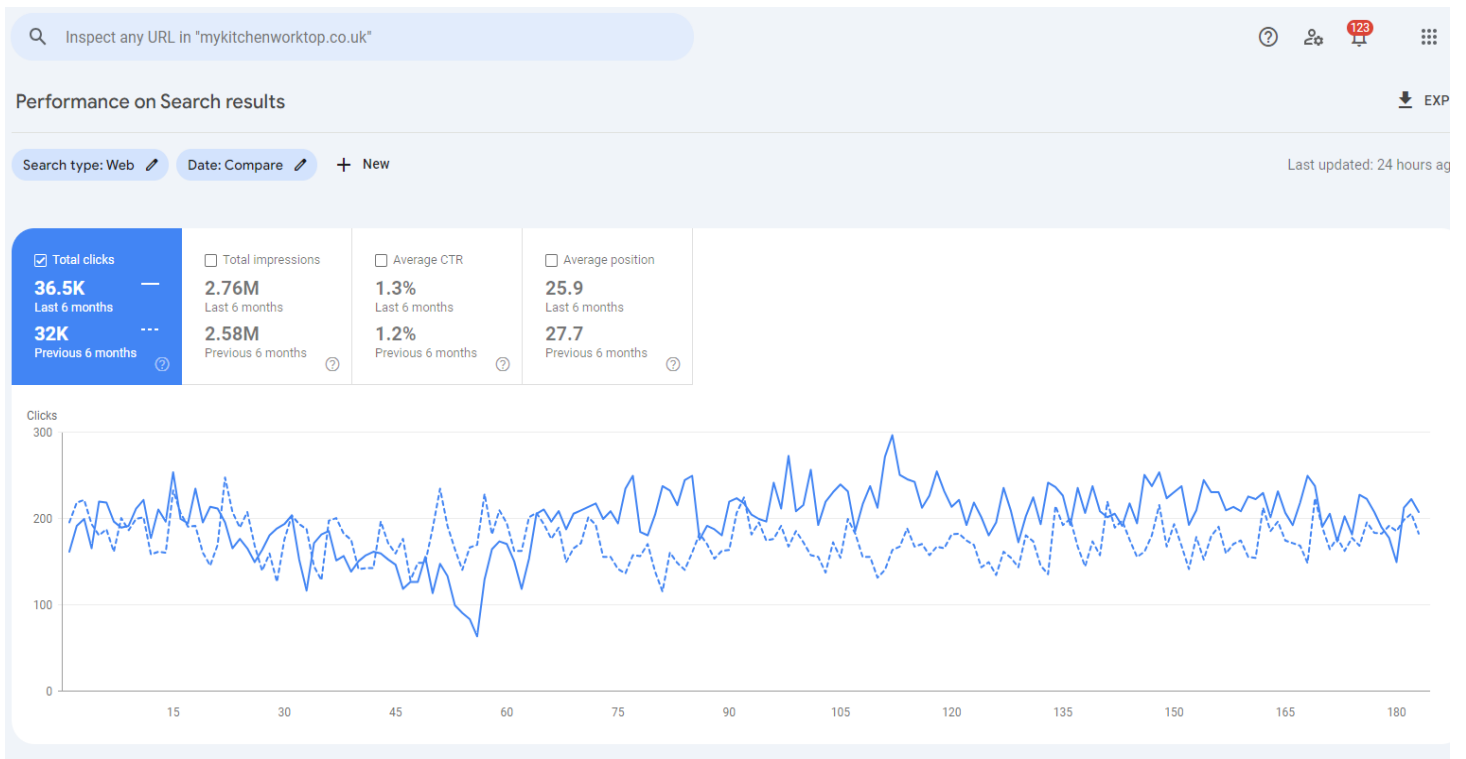
Solution

- Face to face meeting with client to understand the business model
- Noted down all the challenges/problems with the business
- Work Process and Steps Taken

- Created high-quality backlinks to increase the credibility of the website in Google
- Did competitors analysis and recommended website structure as per business model
- Did RnD and developed the content as per target audiences to educate them about the business model
- Recommended to add well researched local pages to capture local audiences.
- Applied SEO strategies as per Google's norms
- Monitor the organic results closely and worked on all roadblocks to achieve the desired SEO results.

Results

Organic traffic to the website has increased within just 6 months'time



Reserved top 5 position on Google's first page for below Keywords.

Keywords	Position in Google UK
onyx worktop	1
paint kitchen worktop	1
green kitchen worktops	1
painting worktops	1
travertine worktop	2
terrazzo worktops	2
travertine worktop	2
best quartz worktops	3
quartzite worktop	5
blue kitchen worktops	5