

From 'nowhere' to #1 on Google —in just one month

The client

The client is a generator-hire company based in West Yorkshire, relatively small but with national coverage. They're not one of the 'big boys' like Aggreko, but they do offer excellent service and some genuinely innovative solutions. They are particularly keen to step in when a generator is needed in an emergency.

The challenge

They already had a website, but it was written entirely in Flash. All the text was in the form of graphics, thus highly unlikely to be visible to search engines. There weren't even any meta descriptions or meta keywords in the markup. That meant that Google couldn't see any content at all on their site, so the company was virtually starting from zero. Their saving grace was that they had a good domain name (containing two major keywords). But searches for 'generator hire' brought them in at #76 in Google, which wasn't high enough to catch the attention of people turning to a search engine for emergency power in a hurry!

The writing

A new HTML website was drawn up by a design agency, to be built by a small web development company. Commissioned to write the copy, Nicola David used an SEO copywriting system which she developed herself. This maximises the visibility of relevant keywords to the search engines, in text seen as well as unseen by human visitors. For each page, she optimised the amount of copy and the keyword positioning; set the headings to include optimal keywording; and developed unique page titles and meta data.

The short-term result

Just one month after the site went live, this client's website consistently appeared on page one of Google for the major search terms, above market leaders such as Aggreko (and it still does). The following Google search results were obtained four weeks after launch:

- 'emergency power hire' #1 & #2
- 'emergency generator hire' #8

The longer-term result

Two years after the site went live, the text on the website remains unchanged. Key results now include:

- 'emergency power hire' #1 & #2
- 'emergency generator hire' #1
- 'all-terrain generator hire' #1, #2, #3 & #4
- 'international generator hire' #1
- 'multi megawatt hire' #1

