

[1] The Client

Sign Language Ltd

The logo for Sign Language Ltd features the words "sign" and "language" stacked vertically in a bold, sans-serif font. The text is colored in a vibrant green and is tilted at an angle, giving it a dynamic and modern appearance.

Sign Language are a vehicle wrapping and Signage company. They specialise in graphics and Signage for commercial and personal use. Sign Language wanted to be competing with the best in the online market. The only way this would be possible is if the website was optimised for SEO and all stages were put in place to make sure it had the ability to contend with the best.

Launched: 02/10/2007
URL: www.signlanguageltd.co.uk
Lead Designer: Malcolm Maclean
SEO: Chris Avery

How long have we been working with Sign Language?

We have been working with Sign Language in SEO (Search Engine Optimisation) since December 2008. Since this time we have seen a vast improvement in performance.

What have Sign Language achieved while working with Urban Element?

Sign Language has achieved highly ranked key terms in competitive markets within 4 months. This is a quick performance boost within the search engine World. We will continue to move Sign Language up the rankings of Google etc over the next few months. When you compete in fierce markets it can take anything from 6 – 12 months + to be highly ranked for a keyword phrase of choice.

How do we achieve these Search Engine Rankings?

We achieve these ranking with careful planning and pin point accuracy. We won't go into too much detail about how we do this but it involves 3 main target points which are copy, links and targets. This sounds simple but doing it right is not.

Professionally Designed Websites that Guarantee Results in SEO

Urban element also design search engine friendly websites and that's why when we designed Sign Language it had all the structural blocks ready for high impact search engine optimisation. Designing the website to align with internationally recognised standards will assist the site in reaching a high search engine ranking. Alongside this other techniques will be employed, which are recognised as being successful when attempting to achieve a good search engine ranking.

Professionally Designed Websites that Guarantee Results in SEO continued

The use of individual Meta Tags will be implemented into the coding of the site and particular attention paid to the main product/service categories, these tags will be related to the general subject of the website as well as the specific content of each page. Urban Element will review the site content and offer advice or add appropriate words to mirror the Meta Tags where appropriate.

To aid the sites ranking in Google Urban Element will produce and submit a Google XML sitemap, which outlines content and the importance of each page within the site.

What keyword terms have Sign Language been Ranking for?

Sign Language were very specific in what terms they wanted to perform in. We made sure this became a reality by doing everything possible to ensure this.

Table 1 - Keywords Sign Language are Highly ranked for in Google and MSN

Sign Language - Before			Sign language – After	
Keyword	Google	Yahoo	Google	Yahoo
Cut Graphics	57	39	8	9
Cut Vinyl	51	95	14	47
Cut Vinyl Graphics	35	78	6	17
Fleet Branding	12	20	2	1
Fleet Rebranding	27	20	7	2
Fleet Signage	23	23	1	3
Full Vehicle Wrapping	5	23	1	3
Part Vehicle Wraps	53	10	1	1
Self Colour Wraps	36	61	1	1
Van Wrapping	28	67	19	21
Vehicle Branding	30	44	18	1
Vehicle Wrapping	77	67	17	3

Some keywords within rankings tend to fluctuate so if one keyword is a slightly different place to what I have said then it generally will return back to normal within in a few hours. This happens when search engines are working on their index.

What have these High rankings done for Sign Language?

With the above rankings Sign Language has been receiving more online business. We can tell you conclusively that they have been receiving:

- More unique visitors
- More Returning Visitors
- More targeted traffic
- Average Visitor has increased



Monthly Traffic – August 2007 – April 2008

If you look at the traffic table below you will see traffic was rising steadily from August to September by 100 -200 hundred a month. You will then see in January there is a huge influx in traffic. This is when we started working on the website and building an SEO presence.

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You can see April increased by over 500 visits. We have DOUBLED in traffic since December.

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Table 2 - Monthly Traffic over the past 9 Months

Month	Page Views	Visits
August, 2007	615	199
September, 2007	1,270	627
October, 2007	1,440	914
November, 2007	1,268	833
December, 2007	1,571	986
January, 2008	1,999	1,530
February, 2008	2,823	1,508
March, 2008	2,649	1,423
April, 2008	3,210	1,995
Total(s)	16,845	10,015
Average(s)	1,871	1,112

Search Engine Phrases – December 2007 –April -2008



I have taken the phrases that people use to enter Sign Language website via a search engine. You can see from the total overleaf that in December 2007 104 people visited the website through search engines. The filter in use means I can remove any search terms with the company phrase in it "Sign Language"

We don't want this information because it is irrelevant to us; we want to target the people who were not browsing for our website. So out of 104 searches, 55 had our company brand in it. So that means only 49 people came to our website without searching for our brand name.

Now take a look at April's results, you can see that there were 224 visitors who entered the website through a search engine. 97 searches had the company name in it so they were filtered like the example above. That leaves us with 127 searches in April who came in through the search engines. This is a vast improvement.

Monthly Traffic – August 2007 – April 2008 continued

Table 3 - Sign Language – Number of Key Phrases search in December 2007

Filtered Items (25) - Sign Language	55
Total(s)	104
Averages(s)	1

Table 3a - Sign Language – Number of Key Phrases search in April 2008

Filtered Items (37) - Sign Language	97
Total(s)	224
Averages(s)	1

Table 3 shows these are the top 10 Phrases for December. You can see there are not as many searches per each phrase and a lot of them are long tail key phrases (long keywords that are only used once).

Table 3a shows very different results for April 2008 though, you can see that 9 people entered the website through “Vehicle Wrapping” this was one of the most important keyword Phrases. The next is “Vehicle Branding” this was another top phrase we worked hard to rank. You can see within a few months there is a vast improvement within the quality of the search engine results.

Table 4 - December 2007 – Keyword Phrases

Rank	Phrase	Visits
1	Fleet Branding	3
2	Laptop Wraps	2
3	Van Wrapping Branding	2
4	Vehicle Wrapping Design Specialists	2
5	Fleet Rebranding	2
6	Vehicle Branding	2
7	Vehicle	2
8	Vinyl Wrap Cost	1
9	Vehicle Digital Wallpapers	1
10	THE BEST WAY TO PUT GRAPHICS ON A CAR	1

Table 4a - April 2008 – Keyword Phrases

Rank	Phrase	Visits
1	Vehicle Wrapping	9
2	Vehicle Branding	6
3	Vehicle Wraps	5
4	Vehicle Wrap	5
5	Vehicle Livery Oxfordshire	3
6	Vehicle	3
7	Car Wrapping	3
8	Vinyl Wrap Cost	3
9	Van Wraps	2
10	External Office Signage	2

Which Search Engine will bring me the most traffic?

Urban Element optimise for Google World Wide Web and Google UK Search Engines. This does not mean we don't rank highly within the other search engines because we do. We know that Google is by far the most important search engine of all.

Here is an example from Sign language, you can see from the results that Google has sent the most visitors to our website and even though some of the highly searched key phrases terms are ranked higher on Yahoo. Google dominates the search engine market. I know Sign language receive 70% -80% of traffic from Google search engine. This is a fact and we have the stats to prove this.

So it's good to be ranked on all search engines but if you had to concentrate on one of them then Google would be the one to use. Search engines all have different ways of ranking your website, the idea of our SEO is to keep Google happy at all times and let the rest grow to love the site that Google does.

This is a fact; all search engines will follow Google. You know where your best off from the traffic results listed below, Google is the main generation of business online in today's market.



Table 5 - April - 2008 - Search Engine Traffic

Rank	Search Engine	Visits
1	Google	260
2	Yahoo	24
3	Microsoft Network	5
4	Ask Jeeves	2
5	AOL Netfind	2

Table 5a Dec to April - 2008 - Search Engine Traffic

Rank	Search Engine	Visits
1	Google	1090
2	Yahoo	88
3	Microsoft Network	32
4	Ask Jeeves	9
5	AOL Netfind	2

The results are conclusive, Traffic talks and you can see far and beyond Google is winning the race in sending traffic even when we are ranked slightly higher in Yahoo.

If you would like further information on this Case Study please contact us:

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