

Budget SEO Package Case Study: SecondHandTools.co.uk

Background

Second Hand Tools is a business that has been running for many years, buying and selling a whole range of second hand woodworking and metalworking tools.

Requirements

The owner came to use several months ago asking for help to get the site positioned higher in the search engines. She asked that we do what we can under our **£50 Budget SEO Package**, and she would also optimise some of the pages herself using information from the search term positioning tool available as part of our Package.

Actions

After setting up and configuring the positioning tool we used Google Search Console to help us search for a workable list of keywords, these were then added to the tool.

Once the results were showing we started working on optimising the pages, focusing first on the ones the website owner had told us were most important. The owner also worked on some of the pages herself, using the information gained through her own login to the search term tool

Results

After one month we reviewed progress and as shown below had achieved search engine ranking increases of up to 192 places for phrases like 'the old tool store', 'used tools sale' and 'used engineering tools' as well as many smaller increases.

the old tool store		9	192 ↑
used tools sale		13	188 ↑
used engineering tools		20	110 ↑
block planes		58	8 ↑
bullnose plane		55	7 ↑
second hand carving tools		8	7 ↑

[Back to the Budget SEO Package main page.](#)

The screenshot shows the homepage of SecondHandTools.co.uk. At the top, there is a navigation menu with links for Home, About us, Contact us, Selling Your Tools, Ordering & Buying, Lyme Regis, Links, and Blog. The main content area is divided into several sections:

- About SecondHandTools.co.uk:** Provides contact information for the business, including address (22 Marple Lane, Seaton, Devon), phone, fax, mobile, email, and Skype details. It also features a photo of various tools.
- Website Update:** Announces a site update on Saturday 21 November and lists several tools for sale, such as 'HEAVY DUTY SOCKET CHISEL BY MOULSON BROS', 'MYFORD No. 11424 ANGLE PLATE', and 'STANLEY 5001 SERIES CHISELS'.
- Item of Special Interest:** Highlights a 'MYFORD DOUBLE SWIVEL VERTICAL SLIDE' with a photo of the tool.
- Tool Search:** Offers a search service for specific tools, asking users to provide details if they are looking for a particular tool.
- Lyme Regis Antiques:** Mentions a retail area in Lyme Regis, Dorset, open from Friday to Monday.
- In stock:** A vertical sidebar on the right lists various tool categories like 'Woodworking & Allied Trades', 'Engineering & Mechanical', 'Traditional Crafts & Trades', and 'Measuring & Miscellaneous'.