Budget SEO Package Case Study: SecondHandTools.co.uk

Background

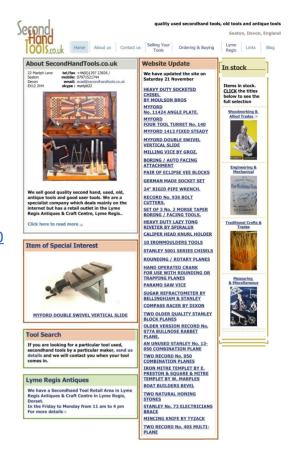
Second Hand Tools is a business that has been running for many years, buying and selling a whole range of second hand woodworking and metalworking tools.

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	E /	13	188 🛊
used engineering tools	E	20	110 🛊
block planes	E	<u>58</u>	8 🛊
bullnose plane	F	<u>55</u>	7 🛊
second hand carving tools	L	8	7 🛊

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