

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 contacted us asking for help to get the site positioned higher in the search engines. We suggested our [£25 Budget SEO Package](#) would suit her needs as she wanted to optimise 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 with her login, we researched 50 relevant search terms suitable for her business.

Once the results were showing she started working on optimising the pages based on the information in the Action Plans and other resources. She focused first on the main pages of the site.

Results

After one month excellent progress was made and as shown below. She 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 £25 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, phone, fax, mobile, email, and skype.
- Website Update:** Announces a site update on Saturday 21 November and lists various tools for sale, such as heavy duty socketed chisels, Myford turret lathes, and various vices.
- Item of Special Interest:** Features a 'MYFORD DOUBLE SWIVEL VERTICAL SLIDE' with an image and a brief description.
- Tool Search:** Offers a search service for specific tools, promising to contact the user when the tool is available.
- Lyme Regis Antiques:** Promotes a retail area in Lyme Regis, Dorset, open from Friday to Monday.
- In stock:** A sidebar section with categories like Woodworking & Allied Trades, Engineering & Mechanical, Traditional Crafts & Trades, and Measuring & Miscellaneous, each with a representative image.