

# HOW I HELPED A UK BASED B2B FURNITURE BUSINESS GROW REVENUE BY 112% IN 6 MONTHS

Case Study



DIBAKAR BALA



% REVENUE GROWTH

**112% increase**

REAL REVENUE GROWTH

**\$48k/Month**

HOW MANY IN THE TOP  
5 OF SEARCH RESULTS

**17 keywords**

**INCLUDED IN THE  
PROJECT:**

- Keyword Universe Creation
- Spammy Link Detox
- On-Page SEO fixes
- Off-Page SEO outreach

As a Conversion focused Digital Marketing Consultant, I don't really take up hands-on Marketing work. In this case, my Client was persistent about hiring me and I gave in to their request in the end. Here's a Case Study of my 6 Months of effort.

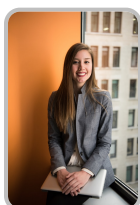
## THE CHALLENGE

### Increasing Organic Search Traffic from relevant target market

Our client is in the b2b furniture and equipment business and they offer their products only within specific locations in the UK. Apart from offering their products for sale to clients, they also offer their products for hire.

The client came to us with a solid foundation. They had an existing e-commerce business, a solid website, and a great brand. However, when setting up their company, SEO hadn't been a top priority.

If you plan to be one of the clients of Dibakar, you'll be in good hands. He has got integrity, he really cares for your Business, and he'll give you all the support you need.



**CO-FOUNDER**

# The Solution

Here's a list of things we did for them :-

- Made Phone Numbers & Email Addresses clickable
- Increased the font-size to a minimum of 16px for Mobile Users
- Optimized visitor experience by adjusting Color Contrast
- Adjust placement and selection of images
- Add zooming and scaling images to product pages
- Internal Link Building
- Cleaned up Legacy 404s
- Topical Clustering
- Evergreen Content Creation
- Spammy Backlink Disavow
- Competitor Backlink Analysis
- Infographic Outreach
- Referral Traffic

# The Results

**\$43k a month to \$91k a month, or a 112% increase overall.**

The core high-value keywords targeted for their revenue potential increased by 1467 positions according to SEMRush.

And according to Ahrefs data, the overall keywords within the top 100 increased from 391 to 2,494, a 637.8% increase.

Our content strategy directly benefited the blog traffic. The blog now acquires 222% more new users and 74% more returning users than it did previously, which obviously opened up a new pool of potential customers.

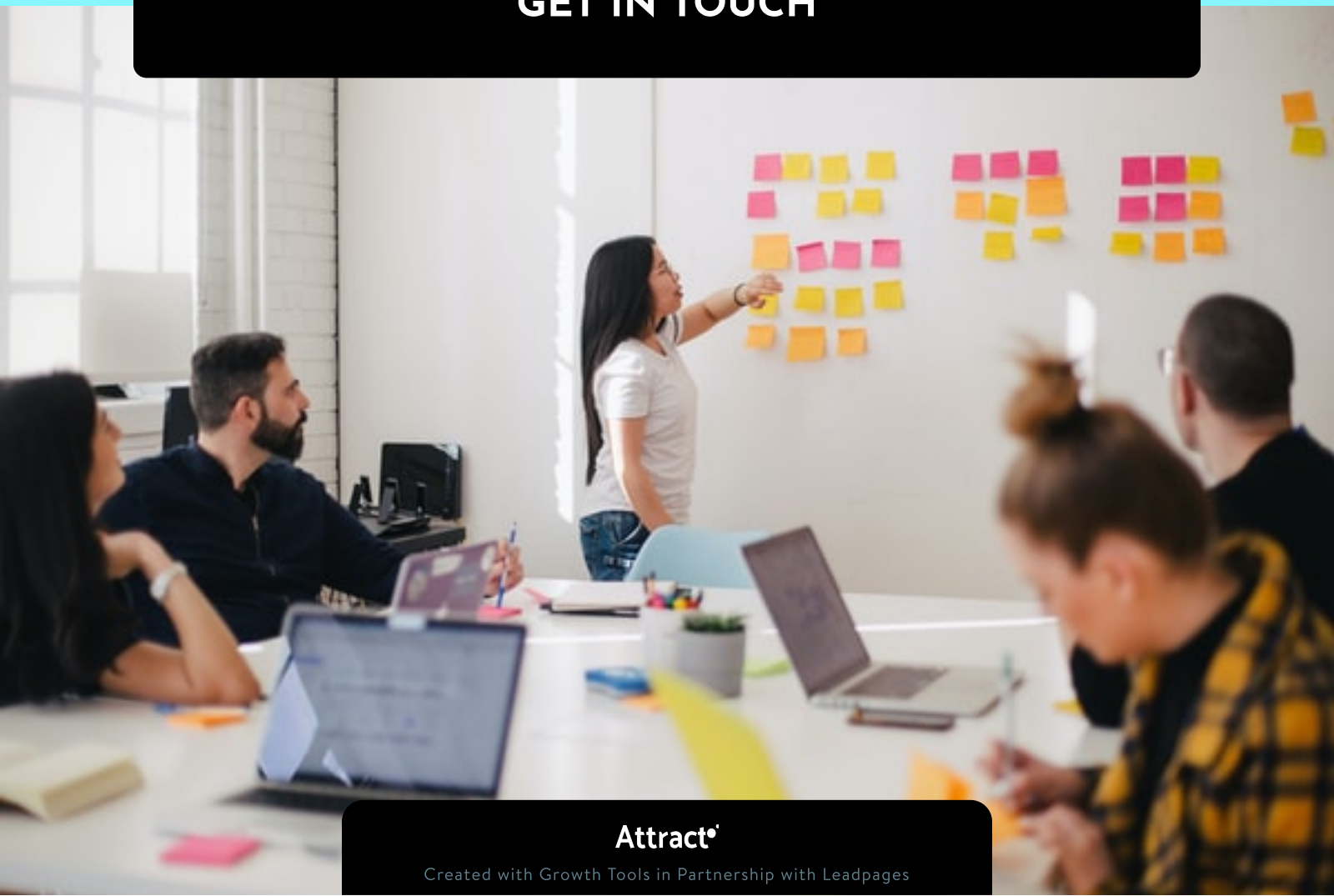
And in terms of traffic across the whole domain, we saw a very nice uplift. Compared with the same time last year, organic traffic has seen an increase of 417.29% in sessions and an increase of 452.49% in users.

**This took them from generating \$43k a month to \$91k a month, or a 112% increase overall.**

# NEED A DIGITAL MARKETING STRATEGY FOR YOUR BUSINESS?

Let me help you benefit from Digital Marketing like other Businesses.  
Click the button below to Get in Touch with me for a Consultation.

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