

HOW FRUITION DESIGN REACHED #1 ON GOOGLE

Treat delivers an effective search engine optimisation (SEO) campaign to get Fruition to the number one position on Google for keywords essential to their business.

AT A GLANCE

Challenges

- New customers and projects needed to boost business after the pandemic.
- Niche services difficult to market to the general population
- Position as trusted authorities on a range of design disciplines

Benefits

- Number one ranking for all niche keywords, with high customer intent and conversion
- Team has expanded due to unprecedented business growth in all areas

"Lyn is the ideal person to work with if you are looking for cost effective and creative marketing solutions. She brings energy and commitment to our profile raising and promotional campaigns and never loses sight of the end result - more business. Highly recommended."

Mark Green

Owner, Fruition Design



OBJECTIVES

Fruition Design, a hospitality interiors, web development and design firm based in Devon, sought to increase their presence across the UK and beyond. To do this, they partnered with Treat digital marketing agency to develop and execute an effective search engine optimisation (SEO) campaign to get them to the number one position on Google for keywords essential to their business.

OUR APPROACH

Our team began by researching keywords relevant to Fruition's services, creating comprehensive, helpful content using those keywords, and optimising the web pages for maximum visibility. We interviewed the owner, lead designers, clients and contractors working with Fruition, to create content that Google considers helpful and works with the latest algorithms. Our interview techniques also reveal the authentic voice of our customer.

A UNIQUE SEO PROCESS

Treat uses an exclusive method to attract customer searches and demonstrate Fruition's authority on the keyword subject. By doing so, we are able to drive more organic search traffic from users searching for pub and bar refurbishment, interior design, hospitality design, web development and marketing asset design.

OUTCOMES

The campaign proved very successful as Fruition quickly rose up the rankings and achieved their goal of reaching the top spot on Google for relevant keywords. This allowed them to increase their visibility online in the UK and abroad, leading to increased website hits, higher leads, and improved customer engagement overall.

