



# NHJ Style

“The Internet provides a fantastic opportunity for NHJ Style Consultancy to reach our customers. Impact Media have given us the professional assistance we needed to improve our search engine rankings and increase traffic to the website.”

Claire Emerton, Head of Marketing

Headed by internationally renowned stylist Nicky Hambleton-Jones, NHJ Style offers a full range of online personal styling services for consumers.

Following a complete rebranding of the company, NHJ Style needed help with promoting their online presence. Having previously used the Internet to promote their business, the company was used to marketing itself in this unique environment; however they also knew that they would require expert assistance.

Recognising the strength of search engines in providing targeted traffic, they appointed Impact Media to manage their SEO.



## NHJ Style Case Study

### Project Background

Following the rebranding, the NHJ Style website was attracting visitors, but not the quality targeted consumers they were ideally looking to focus on. In order to move the company forward they needed to increase their online visibility and the profile of the personal styling business.

### Objectives

- Improve rankings for key terms 'Personal Styling' and 'Personal Stylist'
- Increase website traffic

### Solution

Impact Media's search specialists got to work with the website, highlighting areas that required strengthening and looking for ways to improve the rankings for their key terms. By strengthening Meta descriptions, developing the on site content and improving the linking structure, the rankings soon began to climb. Also helping to build the visibility of the business, whilst improving SEO, Impact also produced press releases and articles for NHJ Style.

### Outcome

Traffic began to increase soon after Impact Media began working with NHJ Style. The keywords 'Personal Styling' and 'Personal Stylist' both climbed to the top of Google, helping to encourage new customers and fulfilling one of NHJ Style's primary targets. Since Impact Media took over their SEO, the site has seen an 81% increase in traffic, including month on month traffic gains for 'Personal Stylist'.

The overall organic search engine traffic has continued to rise steadily. Whilst search volume for the many key terms fluctuates significantly from month to month, NHJ Style's strong position within the major search engines has ensured a steady flow of targeted traffic.

### Traffic From Term 'Personal Stylist'

