

Ovenu

“Having worked with Impact Media for a few months we are delighted with the progress and advice to date. Our main sites have accelerated up the natural listings as a result and we anticipate top spot over the coming months. Altogether excellent value for money, good reporting and results that speak for themselves.”

Rik Hellewell, Managing Director.

Ovenu are the UK's largest oven cleaning company. They provide professional oven cleaning and valeting services into residential and commercial markets.

With an understanding of the importance of search engines, Ovenu were looking to canvas more qualified search traffic from the top global search engines, more specifically the natural listings.

Impact Media worked closely with Ovenu to form a very successful SEO campaign, fully optimising their website to ensure that the desired keywords are reported on page 1 of the major search engines.



About Ovenu

The largest in the UK, Ovenu are a network of fully company trained valeting technicians using specialist equipment and environment friendly products, to ensure a highly professional oven cleaning and valeting services into residential and commercial markets. Ovenu has also developed a worldwide franchise network with locations in the UK, US, Australia, France and Spain.

Project Background

With the knowledge that their website is one of their most important marketing activities, Ovenu contracted Impact Media to fully optimise their online presence, to ensure that the right people find them using the right key phrases.

Objectives

- Increase sales
- Achieve higher visibility on search engines

Strategy

Search Engine Optimisation

To kick off the Search Engine Optimisation project, competition and keywords were analysed by the Impact Media team, to ensure that the phrases the website would be optimised for were correct and highly searched upon. This ensured that the website would generate quality high converting leads.

Impact Media then worked very closely with Ovenu to optimise the website to ensure good placements for the newly derived keywords within the search engines. Factors that were looked at included:

- Meta Data
- Inbound Links
- Website Copy

This makes the site more visible to the search engines and will encourage improved natural listings.

Ovenu provide us with regular industry articles that are submitted to specialist article directories to further boost not only their inward links but also credibility and branding. This all works towards improving their natural search listings and is a fundamental part of the optimisation process.

Top Level Results

Ovenu has seen some excellent results, with their main keywords placed in high positions within the most used search engines in the UK.

Examples of some of the top placed keywords are:

	Google	MSN	Yahoo
Oven Cleaners UK	1	1	1
Oven Cleaning Services	3	1	2
Oven Valet	1	1	2
Oven Cleaning UK	1	1	1
Oven Cleaning Company	2	1	2

Ovenu are delighted with the results they have gained in the search engines natural listings and are now returned on page 1 on all of the main search engines for all of their desired search phrases.

The future and ongoing works:

Ovenu are ambitious and they understand the value of having a strong online presence. The return on investment generated by the search engine optimisation campaign will help to fund future online marketing campaigns. Ovenu's website will continue to develop, becoming more relevant and lead to an improved click through rate. This will give Ovenu higher visibility on the search engines and will lead to natural growth.