



*providing an unrivalled,  
full service capability in the supply,  
installation, repair, and maintenance  
of all types of **commercial and industrial doors***

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We have over forty years collective experience focused on ensuring excellence of service to the food processing, engineering, distribution and retail industries.

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Whether your requirement is the speedy resolution of a door breakdown, a **Roller Shutter Door**, a fast-action **High Speed Door**, loading bay furniture or the full new-build fit-out of a factory unit we have the strength and expertise to meet your needs.

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Case Study  
[www.rollershutterdoors.com](http://www.rollershutterdoors.com)

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## Client Details

**Website:** <http://www.rollershutterdoors.com/>

**Theme:** Door repair & Maintenance

**Profile:**

Kaiser Doors Limited has a mission to provide an unrivalled, full service capability in the manufacture, installation, repair, and maintenance of all types of commercial and industrial doors in UK. Kaiser Doors Limited offers guidance, advice and product aftercare in support of a product range that is competitive on many more levels than price alone. They operate a nationwide repair and maintenance service with a network of strategically sited locations.

**Requirements:**

- ▲ Increase in demand of roller shutter doors and industrial doors
- ▲ Site Optimisation to gain top rankings in the major search engines
- ▲ Increase organic traffic targeting keywords
- ▲ Increase the number of visitors to the website
- ▲ Improve the quality and quantity of organic traffic.
- ▲ Improvement in rankings

**Solutions Offered:**

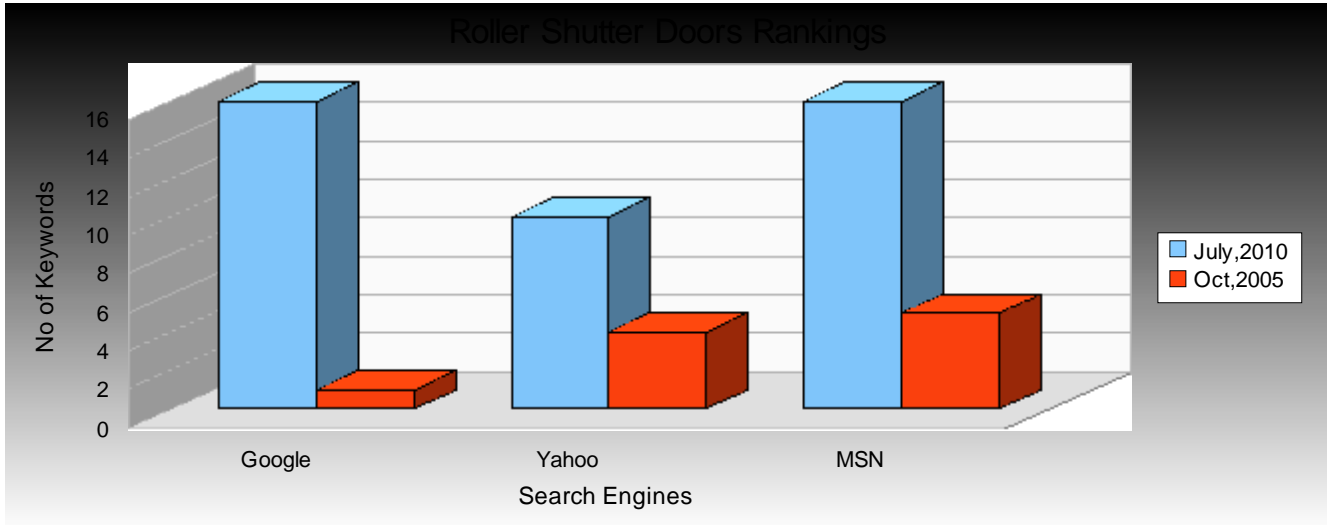
- ▲ SEO
- ▲ SMO
- ▲ PPC

## What we Achieved

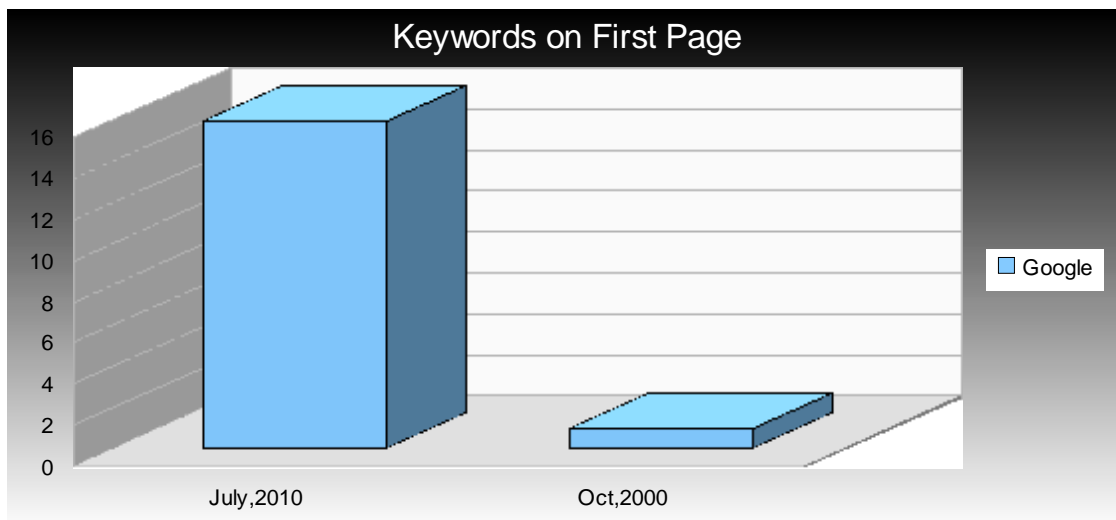
### 2.1 Initial and Current Ranking

Sno.	Keywords	Current	Initial
1	Energy saving doors	8	Not in 100
2	Fire Doors	42	Not in 100
3	Fire Doors UK	11	Not in 100
4	High Speed Door	4	Not in 100
5	High Speed Doors	4	Not in 100
6	Industrial Doors	32	Not in 100
7	Industrial Doors Uk	8	Not in 100
8	Kaiser Door	1	Not in 100
9	Kaiser Doors	2	Not in 100
10	Overhead Doors	3	Not in 100
11	PVC Strip Curtains	12	Not in 100
12	Roller Shutter Door	1	Not in 100
13	Roller Shutter Door Uk	3	Not in 100
14	Roller shutter doors	1	51
15	Roller Shutter Doors UK	4	Not in 100
16	Roller Shutters	9	Not in 100
17	Roller Shutters UK	9	Not in 100
18	Strip Curtains	7	Not in 100
19	Strip Curtains Uk	4	Not in 100
20	Strip Doors	6	Not in 100

The below graph compares the number of keywords on the first page of three main search engines

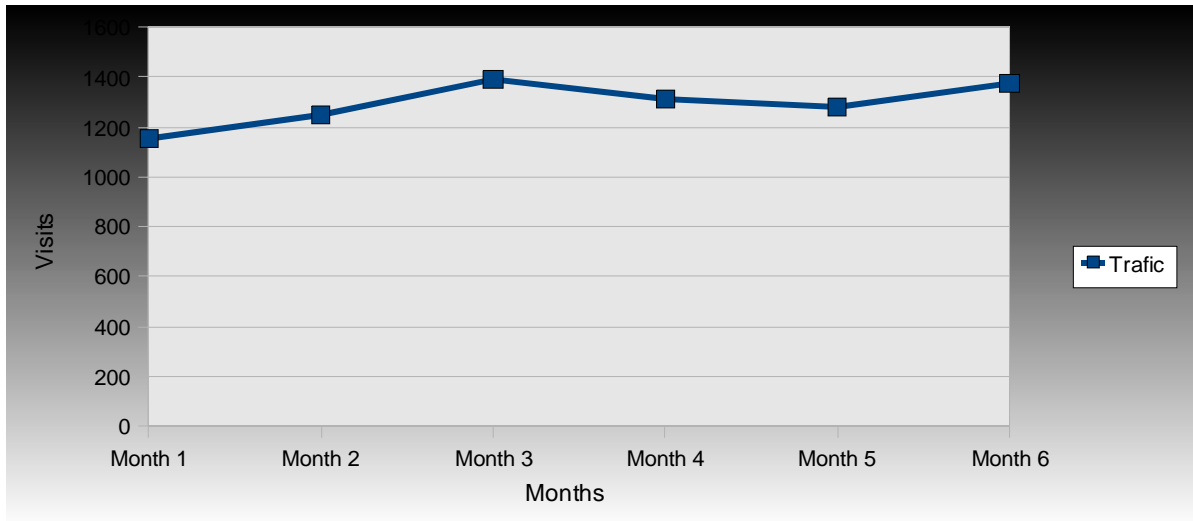


There has been an increase of more than 1600% in the number of keywords ranking on the first page of Google.



## 2.2 Traffic

There has been an increase in the overall organic traffic to the site. The organic traffic to the site grew by over 20% in the course of six months



## 2.3 Google Ranking

The following graphs show the initial and current rankings for few of the important keywords.

