



SKYROCKET INFLUENCE VISION TO VIRALITY

## **SEO Case Study: 3-Month Growth for Hamilton-Rand**

How Sidhivinayakelitedigital Digital Marketing Agency transformed a UK industrial manufacturer's online presence, achieving remarkable results in just three months.

# Campaign Snapshot



## Industry Focus

Industrial Engraving & Marking Solutions



## Target Market

United Kingdom



## Project Duration

3 Months Campaign



## SEO Partner

Sidhivinayakelitedigital Digital Marketing Agency

Client Website: [hamilton-rand.co.uk](https://hamilton-rand.co.uk)

# Challenges Before SEO

Hamilton-Rand's website faced significant obstacles hindering digital growth and market presence:

## Limited Keyword Presence

Very few keywords on Google Page 1, severely restricting organic visibility.

## Low Organic Traffic

Minimal traffic from commercial searches meant lost revenue opportunities.

## Poor Product Visibility

High-intent product keywords invisible to potential customers.

## Technical Limitations

Crawlability issues prevented proper indexing and ranking.

## Weak Backlink Authority

Insufficient domain authority compared to established competitors.

## Low Conversion Rates

Existing traffic failed to convert into meaningful enquiries.



## SEO Goals & KPIs

Clear, measurable objectives aligned with Hamilton-Rand's business growth strategy:

O1

### Page 1 Rankings

Achieve Google Page 1 positions for industrial and product-based keywords

O2

### UK Traffic Growth

Substantially increase organic traffic from the United Kingdom market

O3

### Commercial Visibility

Enhance visibility for high-intent commercial searches with purchase potential

O4

### Domain Authority

Strengthen authority within the industrial engraving niche

O5

### Lead Generation

Generate consistent inbound leads from qualified prospects

# Keyword Strategy



We designed a **commercial + product-focused keyword strategy**, targeting 12 high-intent keywords aligned with buyer behaviour in the UK market.

## Primary Commercial Terms

- london electric branding iron
- electric branding iron
- electrical branding iron
- custom branding iron

## Product-Specific Keywords

- branding iron for wood
- wood branding iron
- branding iron
- stencil marking

## Industrial Solutions

- steel marking stamps
- steel marking punches
- marking punches
- industrial engraving

# On-Page & Technical SEO



## On-Page Optimization

- **Product Page Enhancement**

Comprehensive optimization for maximum search visibility

- **Meta Structure**

SEO-friendly titles and descriptions aligned with search intent

- **Content Refinement**

Enhanced descriptions matching user queries and commercial intent

- **Internal Linking**

Strategic architecture for improved crawlability

- **Conversion Focus**

Content structured to drive enquiries through clear CTAs



## Technical Improvements

### Crawlability Fixes

Resolved indexing issues preventing search engine access

### Performance Enhancement

Improved site speed and Core Web Vitals

### Mobile Optimization

Enhanced usability for mobile search audience

### URL Structure

Optimized architecture for product pages

### Technical Audits

Regular audits using Screaming Frog and Google Search Console

# Content & Link Building Strategy

## Content Strategy

High-quality, search-optimized material resonating with search engines and industrial audiences.

- Product page optimization for commercial keywords
- Buyer-focused content for industrial manufacturers
- Authority-building informational content
- Clear use-case explanations driving conversions

## Link Building

White-hat approach acquiring **300 high-authority backlinks monthly** from industrial, manufacturing, and engineering sectors.

- High-authority sources with strong domain authority
- Ethical practices using contextual, follow links
- Natural anchor text strategy
- Coverage across all 12 targeted keywords



# Tools Used

Industry-leading SEO tools ensured data-driven decision making throughout the campaign:



## Google Search Console

Monitoring search performance, indexing status, and technical issues



## Google Analytics

Traffic analysis, user behavior tracking, and conversion monitoring



## Ahrefs

Backlink analysis, competitor research, and keyword tracking



## SEMrush

Keyword research, rank tracking, and competitive analysis



## Screaming Frog SEO Spider

Technical auditing for crawlability and on-page optimization



## Results Achieved Within 3 Months

The SEO campaign delivered **exceptional results that exceeded expectations**, transforming Hamilton-Rand's online presence.

**12**

### Keywords Ranked

All targeted keywords achieved Google Page 1 rankings

**300+**

### Monthly Backlinks

High-quality backlinks built per month

**30**

### Days to Results

Visible ranking improvements within first month



# Key Achievements

## Complete Keyword Success

All targeted keywords ranked on Google Page 1, delivering strong visibility for competitive industrial searches

## Purchase-Intent Visibility

Significant improvements for high-purchase-intent keywords, driving qualified traffic from active buyers

## Authority Growth

300 high-quality backlinks monthly resulted in substantial domain authority improvements

## Rapid Results

Visible improvements within first month, with consistent upward growth throughout campaign

*"This case study demonstrates how strategic, well-executed SEO can deliver transformative results for industrial manufacturers. The combination of technical excellence, quality content, and authoritative link building created a sustainable foundation for long-term organic growth."*

— Sidhivinayakelitedigital Digital Marketing Agency