



## Case Study: SEO Copywriting for New Town Rope Access

### **The Background**

New Town Rope Access is a family business based in Edinburgh specialising in rope access to carry out home building repairs. Operating in a highly competitive marketplace, their website [newtownropeaccess.co.uk](http://newtownropeaccess.co.uk) was relatively new having only been established for three years.

### **The Brief**

They wanted to achieve through SEO (Search Engine Optimisation) copywriting a much more prominent position on Google and therefore generate more interest in their business from potential clients within the Edinburgh area. Up until the point of the brief the company was languishing past page 6 of Google and business enquiries were relatively slow.

### **The Proposal**

- SEO copywriting for all 8 pages of the website with keywords (the stuff people type into Google searches!) naturally positioned within the copy
- Properly researched content focusing on the USPs of the client and its key services
- Well-thought out Page Titles and Meta Descriptions (the behind the scenes bits that help a company improve its search rankings)
- Carefully researched Blogs with recommended photography for the company's target audience, that would be shareable, informative and interesting
- A restructure of the navigational journey of the website to improve the visitor's experience and keep their interest for longer (basically getting from A to where you want to be quickly and not getting lost or bored along the way)

## **How Did It Go?**

Good SEO copywriting is going to increase the visitors you want to your website and not decrease them (leave that to bad copywriting!) So how did it go? Had the improved copy and other changes to the website improved things? Let's hear what NTRA had to say!

**CM: Did the SEO Copywriting make any difference?**

**NTRA: Yes! New Town Rope Access website went from the depths of Google to now page one! As a result organic traffic to the website has increased substantially. In the first few weeks alone traffic increased from one enquiry to thirty.**

**CM: Did you have any concerns before work starting that it might be time-consuming working with a copywriter, in that, revisions may take time and divert you from your main focus?**

**NTRA: No, the high quality of the copy meant not much of our time was spent editing, and more time spent growing the business!**

**CM: Has working with Claire Maclachlan Copywriting helped your business develop?**

**NTRA: Copywriting is a time-consuming, yet essential task. For start-ups and newer businesses, it's important to be able to rely upon copywriters to get it right so you can focus on growing your business.**

## **Conclusions**

For me it was so exciting to be involved with a relatively new business and help it to grow. To hear that your work is playing a vital role in improving search results and therefore helping a business to succeed is honestly the biggest thrill! It was so rewarding to hear that the changes we put in place for New Town Rope Access had a real effect and continues to do so. Win-win all round!

Get in touch with me at [claire@cmcopy.co.uk](mailto:claire@cmcopy.co.uk) and see how I can help make a difference to you and your business!