



The Performance Marketing Specialists

CASE STUDY

My Favourite Voucher Codes (run by Futureproof Digital Media Ltd) is a leading UK based voucher codes and discount codes website, launched in 2011. They offer great savings for online shopping with their voucher codes & discount vouchers and help raise money for good causes at the same time, while offering promo codes from over 4,000 of the UK's favourite retailers such as Argos, Debenhams and Sainsbury's.

Prior to working with FirstClick Digital, MFVC used to run their search campaigns with another digital agency. Due to bad SEO practices by their old agency, their website was impacted negatively by one of Google's search engine algorithm updates. As such, they approached FirstClick Digital to come up with a strategy to reverse these negative effects and improve rankings, website traffic and sales.

MFVC had a good website with a lot of high quality content and a great user experience, but due to poor SEO practices and low quality inbound links, their growth was being hampered.

"FirstClick Digital have had a positive impact on our search marketing campaigns. We are seeing our targeted organic keywords rise in line with projections and we are now ranking on the first page of Google for a number of relevant high traffic keywords.

Their proactive nature in offering suggestions, ideas and solutions has ensured that our working relationship remains close – something that sets them apart from the competition."

Julian House | Owner
Futureproof Digital Media Ltd



1,627% Traffic Growth

within the first 12 months of coming on board*

Our Approach

We started by doing a thorough manual analysis of their SEO profile, in order to identify the areas of concern. We then set about rectifying all negative aspects of their SEO profile, by using the Google 'disavow' tool and contacting website owners/webmasters to request removal of poor quality/un-natural links directing to MFVC. The next steps involved launching a comprehensive organic campaign using 'white-hat' practices and adhering to the latest search engine guidelines/best practices.

Objectives:

- Reverse negative effects of Google Algorithm update
- Attain page 1 rankings on Google for targeted keywords
- Actively grow campaign by increasing keyword rankings and website traffic
- Monitor key competitors and learn from their mistakes and successes

Results

Within 3 months of starting work on the campaign, decent levels of organic traffic started to return to their website, indicating that we had successfully rectified their previously poor SEO profile. Within 6 months of launching the campaign, traffic had grown **five fold** and by month 12 had increased by **over 1,600%*** (i.e.: 16 times the volume it was when we launched the campaign).

*Stats confirmed and verified by client, based on Google Analytics data.