

“Contrast did great work helping us to not only recover a lot of lost website traffic but also increase it.

We 100% recommend working with the team at Contrast and encourage you to reach out to them today.”

How Contrast helped MultiOne UK recover a 50% drop-off in organic traffic back to original levels in only 2 months.



50%

Drop-off in organic traffic completely recovered within 2 months

20%

Increase in year-over-year organic traffic to **www.multione.com**

The challenge:

Lost rankings & revenue recovery

MultiOne UK was left in a challenging situation when their in-house eCommerce manager left after being headhunted. This meant that marketing responsibilities had fallen back to the Director, Steve. To make matters worse, their website had taken a downturn, losing 50% of their organic traffic over a short period of time. Organic traffic drove the most qualified leads for them, so it was a top priority to recover this.

Steve also wanted to take MultiOne UK to the next level by growing their online marketing efforts and increasing their market share, though he knew he would require specialist help to achieve this.

Some of their most valuable, highest-traffic keywords had been knocked down in the search rankings they weren't receiving as many leads. This had caused a serious knock-on effect and revenue was suffering as a result.

When each sale has an average price of £25,000, you can begin to understand why Steve would want to get this resolved as quickly as possible.

Steve needed a partner to work alongside, who could diagnose the reasons for the ranking losses and move quickly to help MultiOne UK regain lost ground.

He found that partner in Contrast.

MultiOne create multifunction Mini Loaders, offering innovative solutions for those looking to maximise productivity in every industry, from landscaping and agriculture to construction and public maintenance. With numerous models and over 170 attachments available, MultiOne is the most powerful, innovative and reliable multifunction mini loaders out there.

www.multione.com

The solution:

A comprehensive SEO audit and action plan

Impressed by some of the work we had done for Arb & Grounds, Steve reached out to us for an SEO consultation.

We conducted a comprehensive SEO audit of the multione.co.uk site that examined:

- Current keyword positioning and traffic sources
- The domain authority and backlink profile relative to successful competitors
- Onsite content and keyword mapping
- Technical SEO issues, site speed, information architecture and more

The audit identified multiple issues and we recommended the following action items:

- Remove/reduce the number of bloated indexed pages throughout the site. The main culprits were image attachment pages.
- There were multiple warnings in Google Search Console to suggest the site had been hacked. A scan of their server identified multiple malware which needed to be removed.
- The site speed was very slow for multiple reasons like uncompressed images and not taking advantage of caching.
- Develop an HTTP to HTTPS migration plan to help secure the site

We were able to implement the first two recommendations of the audit almost immediately, though it would take some time for these changes to take effect.

There was no point in us working on the migration straight away as we'd be transferring all of the bloated content.

We needed to make sure this was dealt with first.

It also allowed us to do a whole content audit to see what content we should keep, update or drop moving forwards. This presented us with a chance to make sure everything was performing up to the standard it should be.

In the end, we handled the entire process, from audit to strategy to implementation.

The result:

A 20% increase in year-over-year organic traffic

About four weeks after implementing the changes, Steve started to see the results of our recommendations.

Several of their biggest keywords jumped to prominent positions in search results, and organic traffic began to pick back up.

It was exactly what MultiOne UK needed.

MultiOne UK soon realized the positive effects of the technical SEO fixes we implemented as well.

Over the course of six months, we implemented further changes to help bolster MultiOne UK's website, such as being featured in industry publications like *Pro Arb*, *All Things ARB* and *The Arboricultural Association*.

As a result, MultiOne UK has seen a 20% increase in year-over-year organic traffic.

Who are Contrast?

We are a specialist eCommerce marketing agency based in the Lace Market area of Nottingham's Creative Quarter. We help you generate more sales via SEO & content marketing. For more information, call our team on **0115 882 8000** or visit **www.contrast.digital**