



## CASE STUDY

500% Increase in Keyword Positions Following a Website Redesign!

# THE CLIENT

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Accept Cards was established to provide all UK businesses with access to the best terms and solutions from the merchant services providers. Being an independent and privately- owned business, they are not tied to any provider, enabling them to be truly objective in the solutions they recommend and arrange.

Accept Cards approached Bigfoot Digital to help them increase their online presence in December 2018. Since re-building their site and optimising their pages, they have experienced an influx of new rankings that didn't previously exist. This is incredibly exciting to see at such an early stage in their campaign and we can't wait to see what the future holds. If you are looking for a bespoke website that is built to stand out in a competitive space, this is how we can help you.



# THE CHALLENGE

Accept Cards were encouraged to give their site an uplift by our SEO specialists. While they have seen some incredible results working alongside our team, it was clear that their website was lacking and preventing them from securing sales. The primary goal for them was to move away from templated designs that come with restrictions and limitations. They required a completely bespoke website that was unlike their competitors.

Our Senior Website Developers are skilled in all areas of bespoke website design and deliver advanced solutions tailored to meet our client's needs. This helps them gain a competitive advantage and add value to their business. Our bespoke websites come with complete on-site optimisation giving you the best chance of ranking in the search results for competitive keywords.

# THE DIGITAL MARKETING SOLUTION

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SEO  
Services



Web  
Design



Social  
Media



Graphic  
Design



Paid  
Advertising



Content  
Marketing



Video  
Production



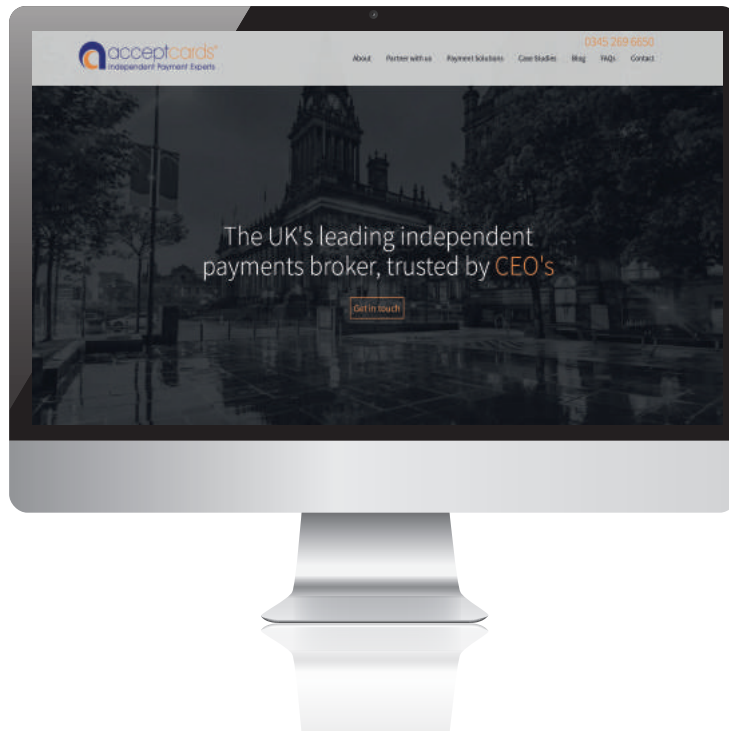
Email  
Marketing



# WEBSITE DESIGN

The website had all the required elements. It was responsive. It was secure. It had 'some' optimised content. However, it didn't deliver a unique browsing experience for users as there were certain restrictions in design. We brought their site up to speed with some modern-day modifications that helped increase engagement and time spent on-site.

## BEFORE



## AFTER

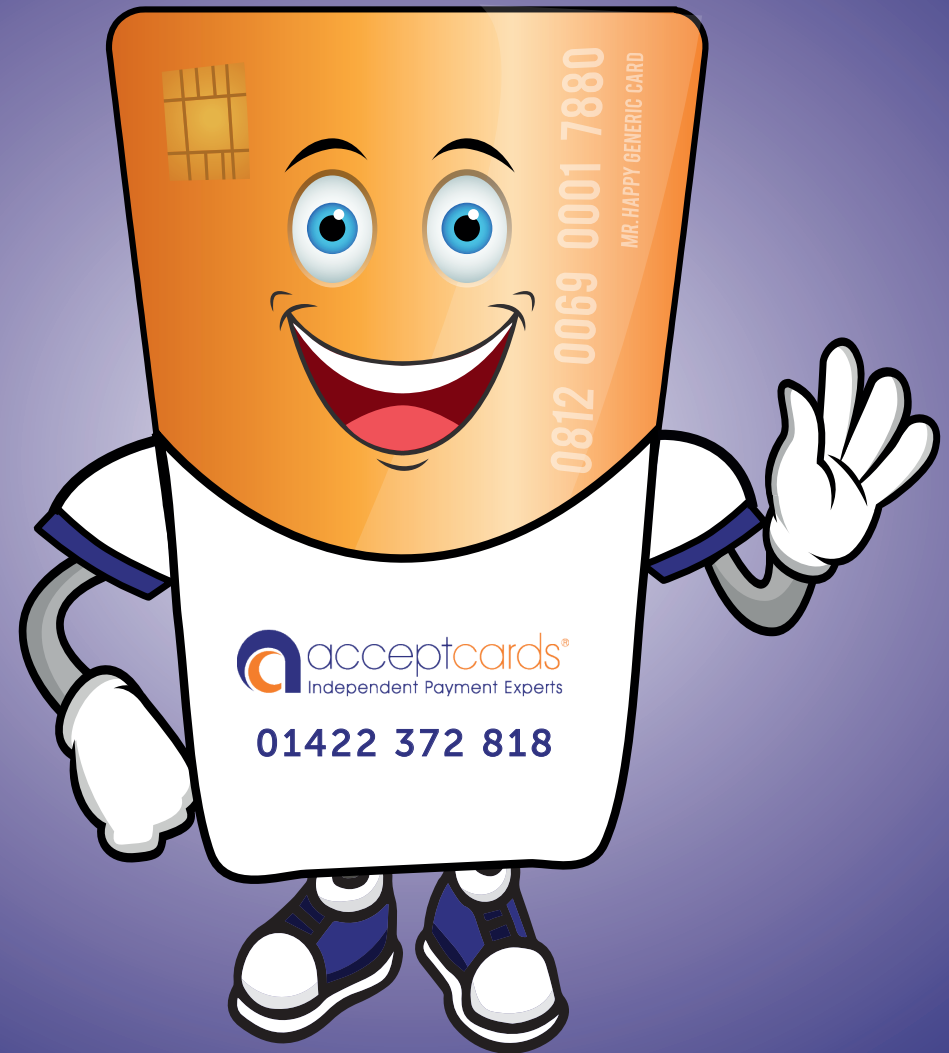


# WEBSITE DESIGN

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The addition of animated visuals, graphics and mascots gave the website a friendly, fun and approachable look and feel without losing their corporate image. Animation makes a world of difference to websites by increasing the speed and engagement. Accept Cards has seen an uplift in enquiries since the launch of the new website in March 2019.

One aspect of the original site that Accept Cards wanted to remain the same was the functionality. With a templated design, there is the benefit of being able to make changes without the need for complicated code, script and CSS. The new website was custom-made with a simple CMS, which allows the client to make changes without the need of assistance.

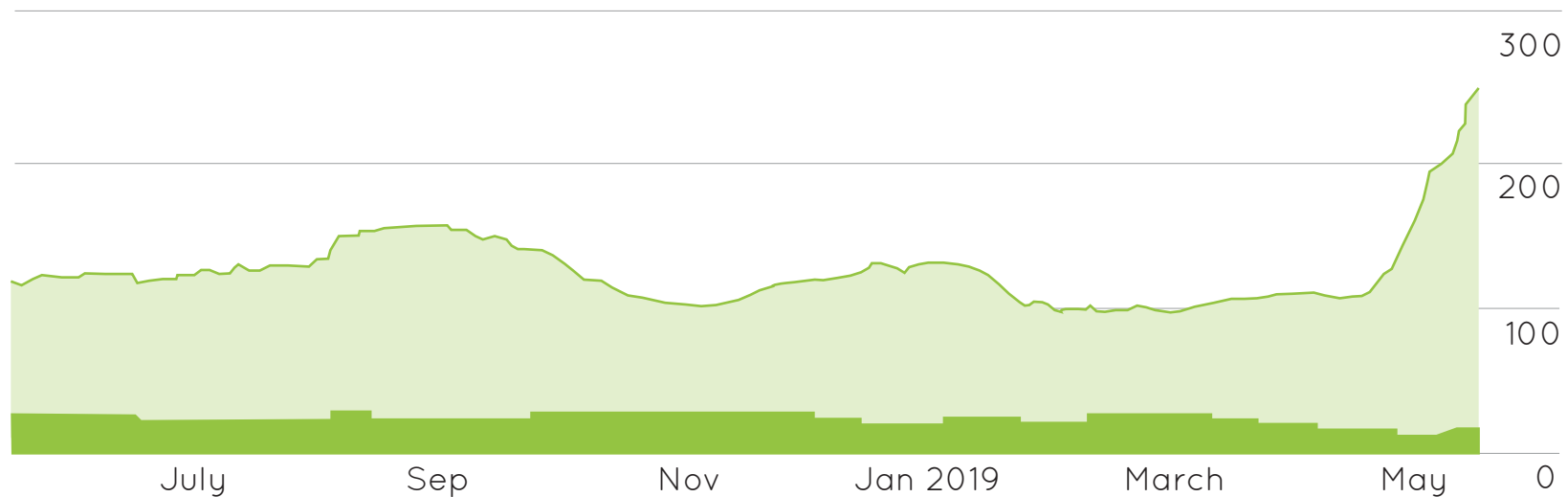


# SEO BUILT-IN

Many people don't realise that SEO needs to be part of the website design process and not an afterthought. At Bigfoot Digital, we create optimised websites that are designed to rank in the search results as soon as they go live. This allows our clients to save money in looking for assistance with SEO elsewhere – it's all part of the service.

Accept Cards did have some optimised content on their existing website. Their SEO strategy was always to improve online visibility naturally with backlinks from authoritative websites. The addition of content came later alongside the design of their website. We offered them advice and support in writing engaging content. Our SEO specialists then worked on optimising their content to ensure it ranked highly in the search results.

## Organic Keywords | 251
















# SEO BUILT-IN

The screenshot below shows the number of organic keywords that Accept Cards have ranked for over the past year, with a sharp increase at the end of April following the addition of the website launch and optimised content.

The red column titled '**Month**' shows the rankings before the website went live.

The green column listed '**Rank**' shows the rankings following the launch of the new website.

Term	Device	URL	Rank	Day	Week	Month
accept card payments		<a href="https://www.acceptcards.co.uk/-card-payment-solutions">https://www.acceptcards.co.uk/-card-payment-solutions</a>	16	16	17	
Accept Card Payments		<a href="https://www.acceptcards.co.uk/-card-payment-solutions">https://www.acceptcards.co.uk/-card-payment-solutions</a>	16	16	17	
Accept Card Payments		<a href="https://www.acceptcards.co.uk/-card-payment-solutions">https://www.acceptcards.co.uk/-card-payment-solutions</a>	17	22	19	
Accept Card Payments UK		<a href="https://www.acceptcards.co.uk">https://www.acceptcards.co.uk</a>	19	21	24	
Accept Card Payments UK		<a href="https://www.acceptcards.co.uk">https://www.acceptcards.co.uk</a>	21	21	23	
Cheapest Payment Gateway		<a href="https://www.acceptcards.co.uk/-card-payment-solutions/pay-by-link">https://www.acceptcards.co.uk/-card-payment-solutions/pay-by-link</a>	25	25	25	
Card Merchant Services UK		<a href="https://www.acceptcards.co.uk">https://www.acceptcards.co.uk</a>	26	27	28	91

None of their listed keywords were found in the top 100 before the website launch. However, following the launch and the creation of optimised content, these terms have shot to pages 2 and 3 of Google. That's an average **500% increase!**

With the addition of targeted outreach and PR, we are confident that Accept Cards will start to hit those top spots in the upcoming months.



## THE HERE AND NOW

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It requires a pro-active link building strategy to compete with big players. We are looking to power up their on-site content with links from trusted influencers and bloggers, as well as news outlets with high-powered domains. We have included the addition of a blog that will be used to point relevant links to top-level pages. This will give their site the boost needed to hit the first page of Google and maintain those top spots.

# BESPOKE WEB DESIGN – THE BENEFITS:

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## Ready-Made For SEO & Social Media

The site code can be designed to account for factors that influence rankings. As standard, we also include on-site optimisation within our bespoke website design package.



## Tailored To Your Business

'Off-the-shelf' solutions are built for the mass market. As one of many customers, functions that you need may not be available. The software options are vast but there may be operations you want now or in the future, that are just not possible. This means adapting your business to fit with your 'Off-the-shelf' software.



## Cost-Effective

When you purchase bespoke development, there is no waste on features that won't be used. All development costs ensure that you are getting exactly what your business needs with tailored solutions designed for you.



## Security

Developers write code themselves, so you have complete control over the running of your website. There are no third-party plugins that may contain vulnerabilities.



## Competitive Advantage

Your website will be one of a kind. A bespoke build means that you can set yourself apart with a unique and personalised user experience.



## WORK WITH AN ROI-FOCUSED MARKETING AGENCY!

We are unlike other marketing agencies who hide their strategies. Keep them close to their chest in fear of exposing the truth! We are 100% transparent with our clients and potential clients. We believe you should see precisely what you are getting for your money!

We believe in a dynamic digital strategy – certainly no ‘packaged’ solutions. Everything is bespoke to your business goals and budget! We’ll prioritise the strategies that will bring you in the highest return on investment. Interested in working with a company that puts their clients first? You have found us.

**To ask us a question about our services or to receive a free, no-obligation proposal, get in touch on 01226 720 755.**

