



<https://cworkshop.co.uk/>




Cworkshop serves the furniture and woodworking industry by providing board cutting and edging, CNC, bespoke sliding doors and custom made shaker-style doors.

Cworkshop supplies a large range of decorative boards, MDF, plywood and veneered MDF.

Goals

- ✔ Increase presence on Google
- ✔ Develop a more SEO friendly website
- ✔ Stay ahead of competitors

Success stats

-  74% increase in new users within a year
-  5252 more sessions in October 2022 than in October 2021 (71% increase)
-  3x more ranking keywords in one year

Challenges

Cworkshop's website wasn't as SEO-friendly as they first thought. They were struggling to face their competition, spending more on PPC where they didn't get the results they were hoping for.

It was important to have a website that had both the technical and content aspects completed to a high level. In order to foster better growth, Cworkshop were keen to pivot towards a more organic strategy which provided better quality leads than purely relying on PPC.

Although the initial costs of implementing a strong SEO strategy felt somewhat high to begin with, they were confident that this would provide a much more fruitful, long-term investment.

Working with Viaduct Generation

"VG has a great mix of online industry knowledge and personal touch. The teams are led by brilliant individuals that each do their absolute best when dishing out advice.

We've seen our more organic visitors with high purchasing intent landing on our site which is in turn helping increase our revenue. Everyone, from the technical, content and administrative teams do their very best to accommodate us at every step. VG has also taken the time to understand our business and industry, our standard of work and share the same vision for our future."

Shahzad Mahmood, Marketing Manager