

UK Tobacco is one of the UK's longest-standing online retailers of premium tobacco products and accessories. Known for its traditional values, deep product knowledge, and outstanding customer service. With a strong heritage and loyal customer base, UK Tobacco combines old-school expertise with modern e-commerce, offering a wide range of cigars, pipes, and smoking essentials to discerning smokers across the country.

Goals

- ✓ Increase revenue through search
- ✓ Decrease dependency on foot-traffic

Success stats

-  Traffic increased from 900 clicks/month to 10,000 clicks/month in less than 12 months.
-  Revenue from search increased 500% in 9 months.

Challenges

The founder of UK Tobacco, a driven entrepreneur with a full plate, wasn't able to give SEO the attention it needed. As a result, the site lacked essential optimisation, limiting search visibility and growth potential.

Rather than taking it over entirely, we partnered with the internal team, delivering focused training on core SEO principles. With clear guidance, they began writing and optimising content themselves, turning SEO into a consistent part of their marketing workflow.

Results

