

## B&Q – a fresh look at SEO

### The challenge

Redweb was appointed by B&Q to become the DIY giant's SEO partner in December 2010. Since then we have been working with B&Q on SEO activity for its website's ecommerce platform.



### The approach

Collaboratively worked with third party agencies and internal teams to prioritise work based upon strategically limited resources with high demands for return on investment

Developed processes for working with B&Q on the rolling optimisation of specific site verticals with the aim of improving traffic and increasing profitability from key site sections

Developed ad hoc campaign ideas including blog development, YouTube channel development, link baiting using gamification and the use of local search to improve uplift at the store level

Developed and implemented specific ideas to remove bottlenecks to success online, both technical and procedural

Worked closely with B&Q's PPC agency to provide joined up thinking for both natural and paid search, enhancing the benefit to the client

Provided feedback to the entire organisation through accurate benchmarking and transparent reporting, with a focus on demonstrating value and return on investment

### The result

Our work with B&Q has resulted in great success to date, through the recommendation of implementing a site-wide URL rewrite. This rewrite has resulted in an additional 20,000 products to the web index within a month of implementation and the overall indexation rate of the site has risen by around 80%.

This has caused an attributed lift in traffic of between 7%–10%.



We continue to work with B&Q to develop new ideas to trial on their website, to further improve traffic through content development and social media seeding. Furthermore, we have recently been appointed as the SEO consultants for a new website project currently in production.

Take a look: [www.diy.com](http://www.diy.com)

Who is B&Q?

B&Q is the largest home improvement and garden centre retailer in the UK, employing more than 30,000 people nationwide.

Link: [www.redweb.com/our-work/bq/case-study/](http://www.redweb.com/our-work/bq/case-study/)