

Lignacite Case Study

Search Engine Optimisation

At a glance

For 75 years and counting, Lignacite's sustainable masonry products have been used to construct many of the most iconic buildings that define contemporary Britain.

From a single product, they have evolved to offer a comprehensive range of high-quality, sustainable concrete blocks.

Each and every one continues to contain a high degree of recycled and waste materials.

Website Visibility

Year over year the website has seen consistent growth in traffic and visibility. The number of impressions increased 597% and the number of clicks to the website increased by 148%. The website's average position improved by 12.5 places.



51,936

Clicks to the website from the search results



4,387,275

Website impressions



GINGER PICKLE



www.gingerpicklemarketing.com



hello@gingerpicklemarketing.com

CHALLENGES



Lignacite has invested in a new website design with an overhaul of the current website structure, removing old and introducing new pages and features.

Lignacite approached Ginger Pickle to help improve the website visibility, and traffic and help them to be found more by their target audience. Secondary to this Lignacite wanted to increase the number of leads coming through the website.

SOLUTIONS



After completing a website audit we set the priorities needed to improve the on-site factors and we researched and put together a content plan focusing on the key topic clusters Lignacite wished to gain visibility for.



Website Audit



Topic Clusters



Content Plan

RESULTS



1 IMPRESSIONS

In 2024 the website achieved over 3.5 million impressions while gaining visibility for key search terms.

1

2 TRAFFIC

In 2024 the website saw a 58% increase in organic traffic vs 2023 (51,000 sessions in 2024 vs 31,000 in 2023).

2

3 KEY EVENTS

The website achieved a 126% increase in form submissions and a 170% increase in calls to the quote line.

3