

A SEO Case Study

# Murdoch Troon Kitchens

How to get a niche business in the Top of the search results using relevant high-frequency queries



## Client

Murdoch Troon Kitchens are a British handmade bespoke kitchen furniture manufacturer based in Louth, LCN. This family run business has been creating kitchens from solid pine for generations.

## Tasks

- Drive organic traffic to the website;
- Rank in the Top 10 of the regional SERP;
- Increase the number of enquiries and transactions.

### INITIAL DATA

Marketing in this specific niche is peculiar. Promoting goods and services in a narrow segment of the market, it's extremely important to define the target audience, their preference and the audience's way of thinking when purchasing online.



## NICHE ANALYSIS

Studying this market segment, we decided to discard general search requests like *"kitchen"*, *"kitchen cabinets"*, as these are not the target for us. Keywords of this type are either simply informational or attract users who are likely to be interested in the ready-made furniture items from large manufacturers.

Working with the semantic core, it's important to consider not only the search demand, but the client's business objectives.

Together with the Murdoch Troon team, we identified the direct competitors that are widely represented online and use the relevant search queries for promotion in the SERP.

An example of relevant search queries in this niche are *"stand alone kitchens uk"*, *"loft kitchen"*, *"cottage plans with loft and big kitchen"*, *"loft kitchen design"*.



Competitor analysis and a technical audit of the Murdoch Troon website helped to define the flaws and points of growth.

Factor	Murdochtroon	United	Westpac	Tombowley	DavidBishop
Content on important pages	+	+	+	+	+
Content optimisation	-	-	-	+	+
Website has Blog or News section	-	+	+	+	+
Interlinking	+/-	+	+	+	+
Headings optimisation	-	-	-	+	+



Factor	Murdochtroon	united	Yesterday	Tombowley	Devilkitchen
Referring domains	99	88	229	507	1547
% doFollow links	70%	58%	79%	70%	82%
Number of local referral domains	.com48% .net7% .org6%	.com56% .net3% .org2%	.com76% .net6% .org3%	.com51% .net6% .org3%	.com64% .net3% .org2%

Domain	Number of pages in Google Index	Referring domains	Total Keywords, estimated numbers from Ahrefs.com	Total search traffic, estimated numbers from similarweb
<a href="http://murdochtroon.co.uk">murdochtroon.co.uk</a>	159	99	230	580
<a href="http://united.co.uk">united.co.uk</a>	2,140	88	1,365	5,000
<a href="http://yesterday.com">yesterday.com</a>	1,180	229	654	779
<a href="http://tombowley.co.uk">tombowley.co.uk</a>	302	507	3,709	10,941
<a href="http://devilkitchen.co.uk">devilkitchen.co.uk</a>	3,540	1,547	13,111	27,189



## INTERNAL OPTIMISATION

An optimised web-resource indeed increases the chances to get into the top of the search results. But what is also important is that it grants convenience for the users, meaning a high probability they will become loyal to your brand and return with enquiries and orders. In terms of the internal optimisation process, we performed the following steps:

- set the correct file configurations for the search bots;
- excluded broken pages from the index and delete duplicates;
- changed URL to CNC and set up redirects;
- drew up a competent interlinking of pages;
- connected Google Search Console;
- implemented the markup of HTML elements to display them in the search results and form a visually nice snippet.





stand alone kitchens uk

Exclusive Sales Launch Daily.

Everything home Every styles.

Ad · www.diy-kitchens.com/ ▾

## Quality Fitted Kitchens - Kitchens At Half The Price

Which? gave us a whopping 84% for customer satisfaction, in their latest 2019 survey. Over 500 Base Units at Trade Prices. All Made To Order & Delivered Fully Built. Make Massive Savings. Quick Direct Delivery. Made in the **UK**. Styles: Shaker, Inframe, High Gloss, Modern. Modern from £1,203 · Handleless from £1,615

Ad · www.eridgegreenkitchens.co.uk/ ▾

## Kitchen showroom Crowborough - Bespoke Kitchens & Living...

Stunning **kitchen** showroom featuring bespoke cabinets, and Full working Appliances. Totally...

www.murdochtroon.co.uk ▸ freestanding-units ▾

## Freestanding Units – Murdoch Troon

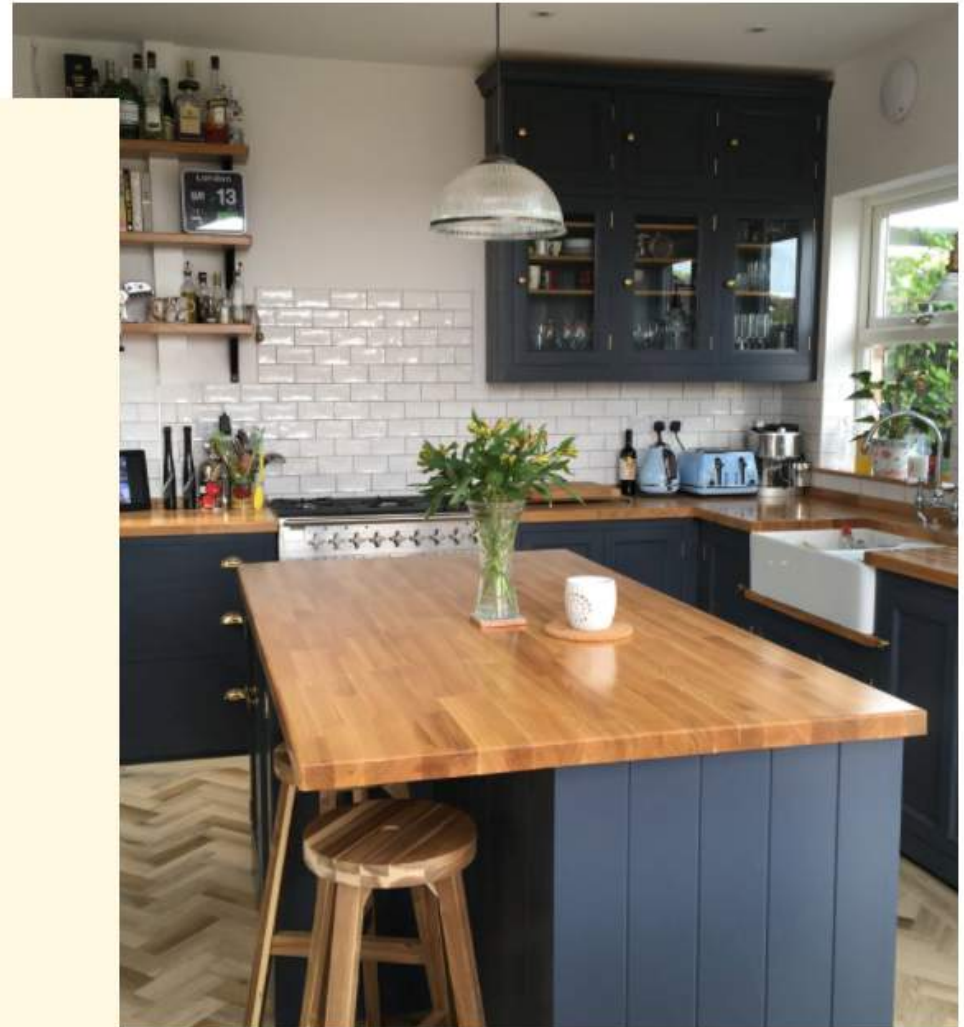
We offer a wide range of **freestanding kitchens** for sale in the **UK**. Our variety of **stand-alone kitchen** units provides our customers with the full freedom of options ...

[Freestanding Sink Units](#) · [Freestanding Base Kitchen Units](#) · [Kitchen Islands](#)



## Content Optimisation

Working with content is important not only for promoting a website in organic search results. Relevant content will help increase brand awareness and, in the long run, reduce the CPC.







- We built a semantic core based on the relevant keywords
- Working with the developers we had included new landing pages for the actual frequency requests and optimised the content on the existing pages
- Optimised meta data and headings on all types of pages

## What Kind of Freestanding Units Do We Propose?

Our range of non-fitted kitchen includes all the necessary units to create an interior which will completely satisfy your expectations and requirements. Please browse and use our quote builder to see how little it can cost to achieve the desirable freestanding kitchen furniture that is built to excellent high-quality standards.



### Why are people choosing freestanding kitchens?

People are increasingly preferring to buy freestanding kitchen units, because of their



### Create your own piece of kitchen interior art

Freestanding units give freedom to your imagination in the process of designing a

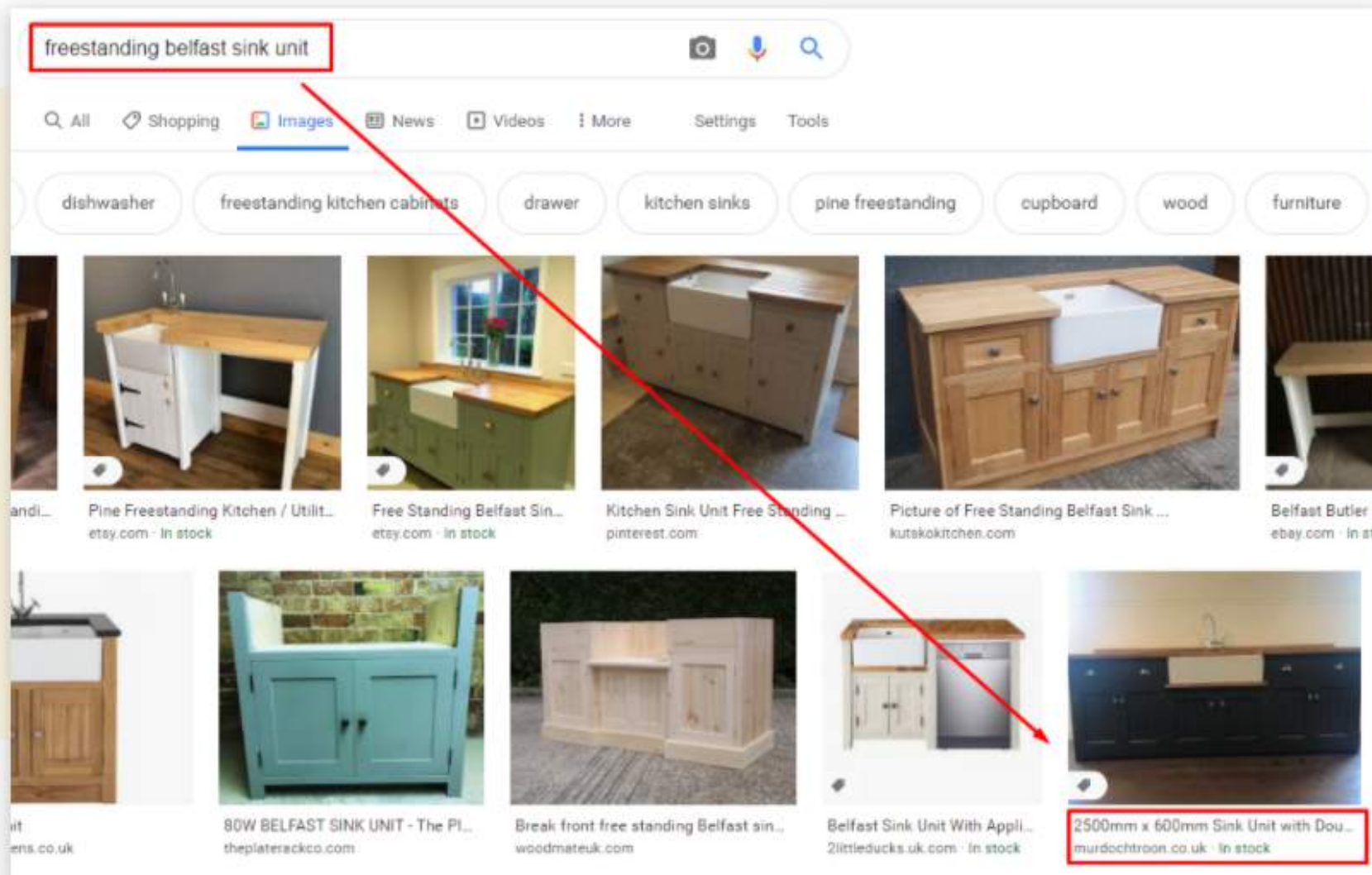


### Mix up with kitchen items

One of the advantages of freestanding kitchens is the ability to choose units that are necessary for your home and smart



- We reworked the product cards: content + UX
- Optimised images, which allowed Murdoch Troon to rank for images in the search results. Search bots pay special attention to the presence of key queries in Alt





## **SEO + Usability = perfect match**

SEO optimisation depends on UX: the former ensures high positions of the website in the search results, the latter takes care of the user's comfort on the website. When the UX is flawless, the user is able to find the information they need quickly, and as a result, is more likely to place an order.



**Product card design:** we implemented an online constructor supporting the developers which allows a user to select the size, colour, furniture fittings and quickly place/edit an order in a pop-up window.

The screenshot shows a product page for a '1200mm x 600mm Butcher's Block'. On the left, there are three images: a large main image of the unit, and two smaller images below it showing different views and a collection of other units. The main image shows a light blue unit with four drawers and a wooden slatted base on wheels. To the right of the images, the product title '1200mm x 600mm Butcher's Block' is displayed, followed by the price range '£550.00 - £750.00'. Below the price is a dark button with the text 'Customise your Freestanding Unit below: ▾'. Underneath is the 'Central Island Unit Specification' section, which includes the dimensions '1200mm x 600mm - 40mm Worktop †'. The 'CHOOSE UNIT COLOUR' section features a grid of 12 color swatches. The first swatch, 'Cambridge rock', is selected with a checkmark. Below this grid, the text 'Selected: Cambridge rock' is shown. The 'CHOOSE A HANDLE' section displays four handle options: '1. Cream Crackle Knob' (selected with a checkmark), '2. Cream Crackle D-handle', '3. White Crackle D-handle', and '4. White Crackle Knob'.

### 1200mm x 600mm Butcher's Block

£550.00 - £750.00

Customise your Freestanding Unit below: ▾

Central Island Unit Specification

1200mm x 600mm - 40mm Worktop †

CHOOSE UNIT COLOUR

Cambridge rock ✓	Celtic green	Coastal blue
Devonshire cream	East coast blue	Gloucester blue
Hereford green	High peak grey	Humber Sand
Lancashire blue	Lavenham pink	Lincolnshire chalk
London Steel	Norfolk lavender	Suffolk stone
Wiltshire blue	York red	Yorkshire sage

Selected: Cambridge rock

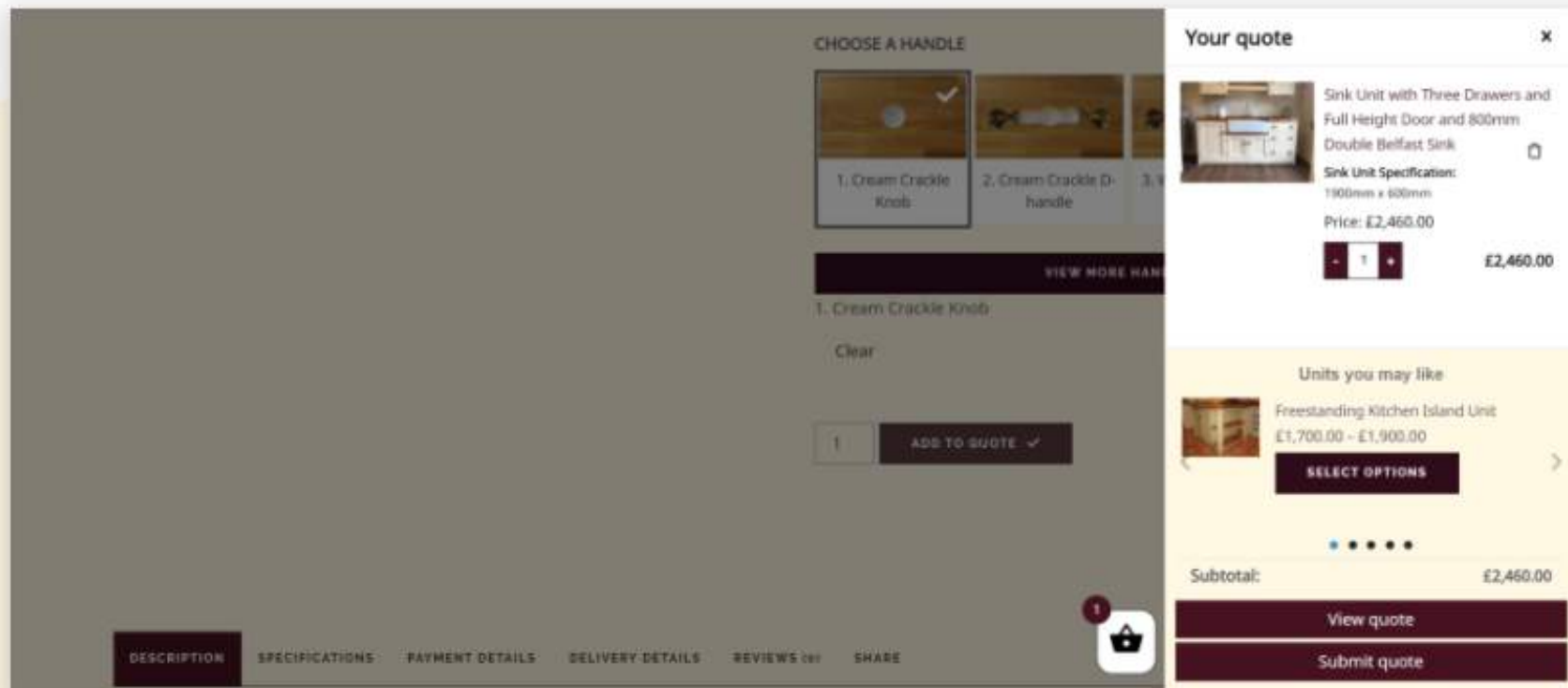
CHOOSE A HANDLE

1. Cream Crackle Knob ✓	2. Cream Crackle D-handle	3. White Crackle D-handle	4. White Crackle Knob
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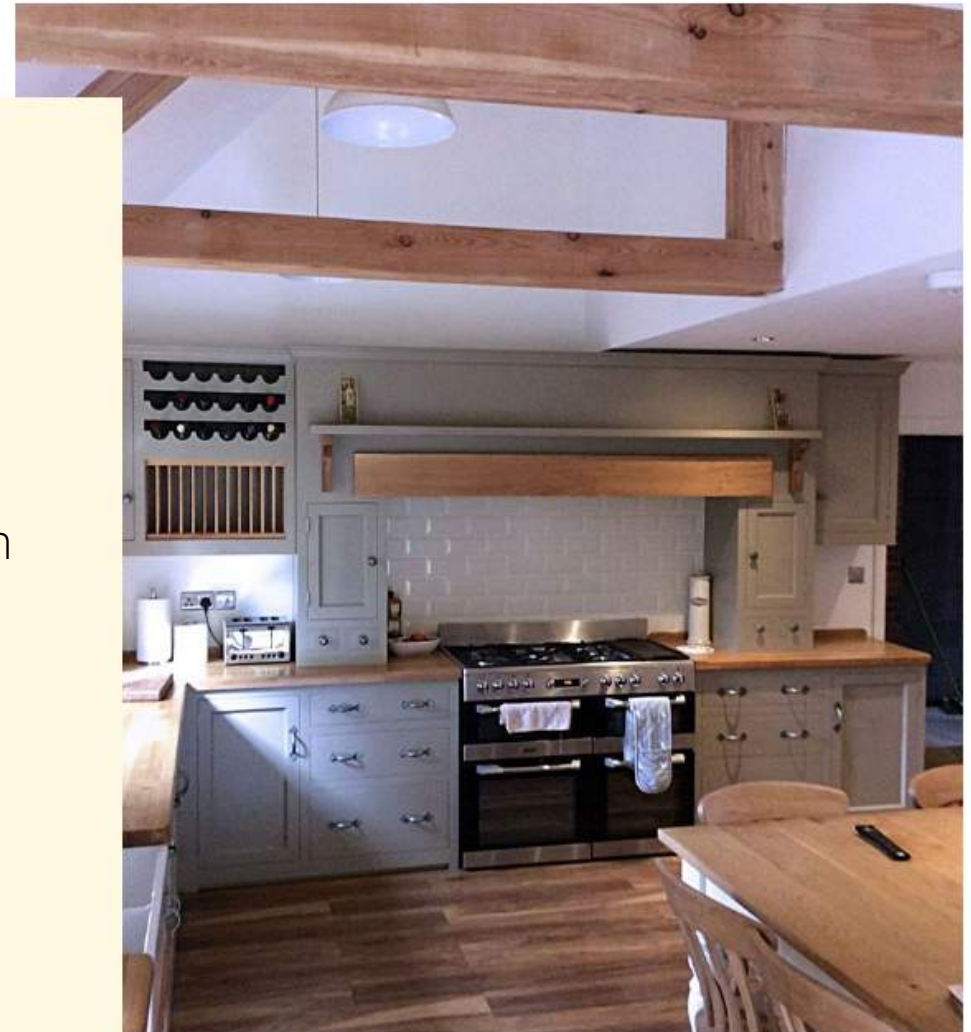
**Shopping Cart:** we simplified the checkout/order form by reducing the number of fields that are mandatory to fill in and created convenient navigation, so that a user can view an order or return to the category page in one click.





## External optimisation

At the first stages of cooperation, the company had a limited budget for the website promotion. Internal optimisation was a priority. So we decided to make the most of Murdoch Troon's existing Google My Business account.







## Why Google My Business?

- Attracting new audiences to the website: the latest publications/photos/ updated information about the company is quickly indexed into the search engine and Google Maps
- Increasing the ranking in the local search results
- Additional contact with the target audience which results in an increase of brand awareness



www.murdochtroon.co.uk ▾

## Murdoch Troon – Bespoke Handmade Painted Kitchens

For generations Murdoch Troon has been creating hand-crafted painted bespoke kitchens from 100% solid pine timber and styled to enhance their ...

You've visited this page 5 times. Last visit: 12/8/20

### Bespoke Kitchens

Bespoke Kitchens. Bespoke freestanding kitchen units ...

### Freestanding Units

Solid pine freestanding kitchen units for you to collect and fit ...

### Contact Us

Contact Us. If you have any questions at all, we will always ...

[More results from murdochtroon.co.uk »](#)

### Large Working Kitchens

... collection of large kitchens. Buy your personal bespoke large ...

### Handles & Colours

Our Colours. We offer our Kitchens and Freestanding Units in the ...

### Shops

Murdoch Troon has a showroom in Louth and large displays at both ...

www.facebook.com > ... > Contractor ▾

## Murdoch Troon Kitchens - Louth, Lincolnshire | Facebook

For generations Murdoch Troon has been creating hand-crafted painted bespoke kitchens from 100% solid pine timber. All of our pine kitchens are handmade to ...

https://twitter.com/MurdochTroon

## Murdoch Troon Kitchens (@MurdochTroon) · Twitter

Take a look at this recent self-installation using units from our freestanding range. Installed in a stunning home in Padstow, Cornwall. [Learn more](#) [www.murdochtroon.co.uk/...](#)

[pic.twitter.com/LgJXnCF...](#)

Twitter · 2 days ago

www.ebay.co.uk > str > murdochtroonkitchens ▾

## Murdoch Troon Kitchens | eBay Stores

Results 1 - 48 of 68 — Murdoch Troon Kitchens. 553followersmurdochtroonkitchen(693 murdochtroonkitchen's Feedback score is 693) 100.0% ...



## Murdoch Troon Kitchens

[Website](#) [Directions](#) [Save](#) [Call](#)

4.7 ★★★★★ 13 Google reviews

Kitchen furniture store in Louth, England

✓ In-store shopping

**Address:** 13 Upgate, Louth LN11 9ER, United Kingdom

**Hours:** Closed · Opens 10AM ▾

**Phone:** +44 1507 606868

⚠ Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

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### Products

[View all](#)



Butcher's Block ...  
£650.00 – £850.00



Freestanding Kit...  
£800.00 – £900.00



Central Sink with...  
£1,480.00 – £2,0...



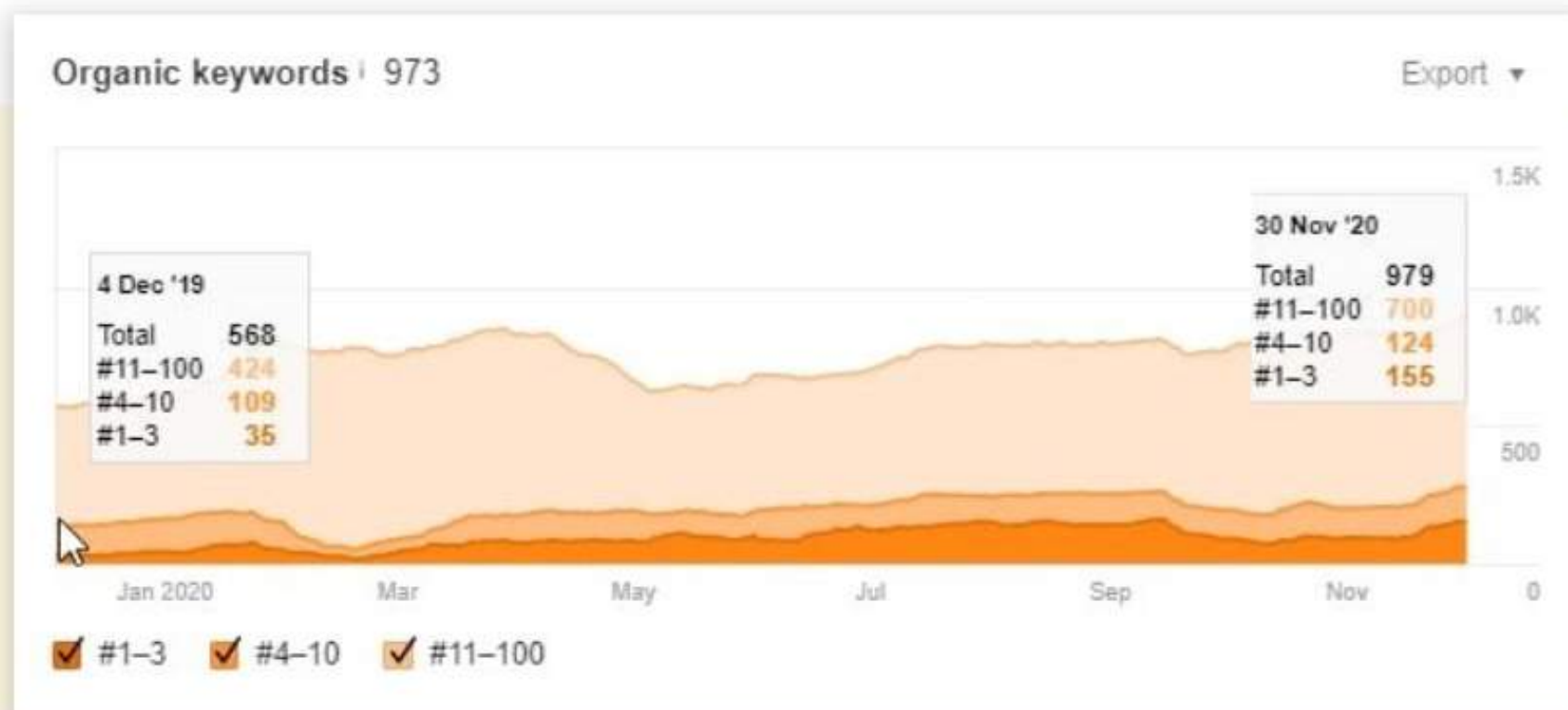
## RESULTS

Our case proves that SEO can significantly increase the visibility of a website in the index even in a very competitive niche within the UK.

Leads coming from the search results helped the Murdoch Troon brand not only to grow sales of a new range of freestanding kitchens, but also boost the number of custom-made freestanding kitchen orders. As a result, in the spring of 2020, the available time of the manufacturer and installation was fully booked till the end of the year (January 2021).

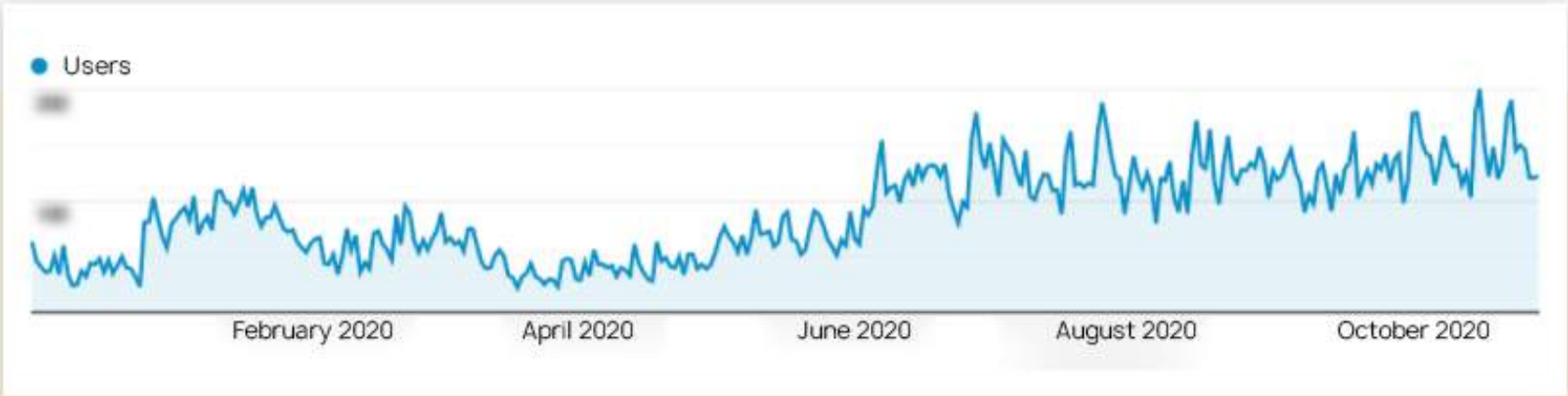


## Increased website visibility in Top 3 **by 5 times**





# Organic traffic growth **by 192%**



“

*As a small bespoke kitchen manufacturer without any great technological aptitude, we found Promodo a great company to deal with. Nothing was ever too much trouble and they went to great lengths to ensure we knew what was being done at all times. They delivered everything they promised and more and helped to significantly boost the traffic, sales and enquiries to our website in the targeted way we required. We wouldn't hesitate to recommend them to anyone.*

**Karl Elaine, Murdoch Troon Kitchens**





## Promodo Team

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