CLIENT CASE STUDY



200% increase in Top 10 Rankings for Leading Event Linen Provider

Special Occasion Linen, along with their parent company, CLEAN Linen Services, provide dedicated specialist linen hire to venues and event organisers, and have an enviable portfolio of client partners across the UK.

The challenge:
Following a rebrand and subsequent website build, Special Occasion Linen noticed a dramatic fall in their SEO rankings. They commissioned Sharp Ahead to help them regain their former positions.

The approach:
Sharp Ahead conducted market research, including an in-depth competitor analysis, to build a list of target search terms with which to optimise existing content, or create new content. This included looking at generic "linen" searches as well as more specific "event" and "wedding" related topics.

The results:
- ✓ SEO traffic returned to previous levels despite Covid-19 impact on the events market
- ✓ Number of overall ranked terms tripled in less than 12 months
- ✓ Top 10 rankings went from 12 in August '19 to 37 in May '20
- ✓ Gained top 10 positions for their 7 of their most important target terms.

Next steps:
Sharp Ahead continue to support CLEAN with SEO, lead generation, content marketing, marketing automation support, and email marketing.

3x
ranked items

"I have been extremely pleased with the results we've seen with Special Occasion Linen; Sharp Ahead are pragmatic and efficient with their approach to SEO and I have since commissioned additional SEO work for other business areas."

Ted Walker
Head of Group Marketing, CLEAN

About Sharp Ahead:
Sharp Ahead are B2B digital marketing experts with offices in Reading and Leeds. We help B2B organisations grow using the latest digital marketing best practices and innovations.

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