



**SEO** we've done  
for Urban Bait...  
**So far!**

smoking**chili**  
M E D I A

Hey there!

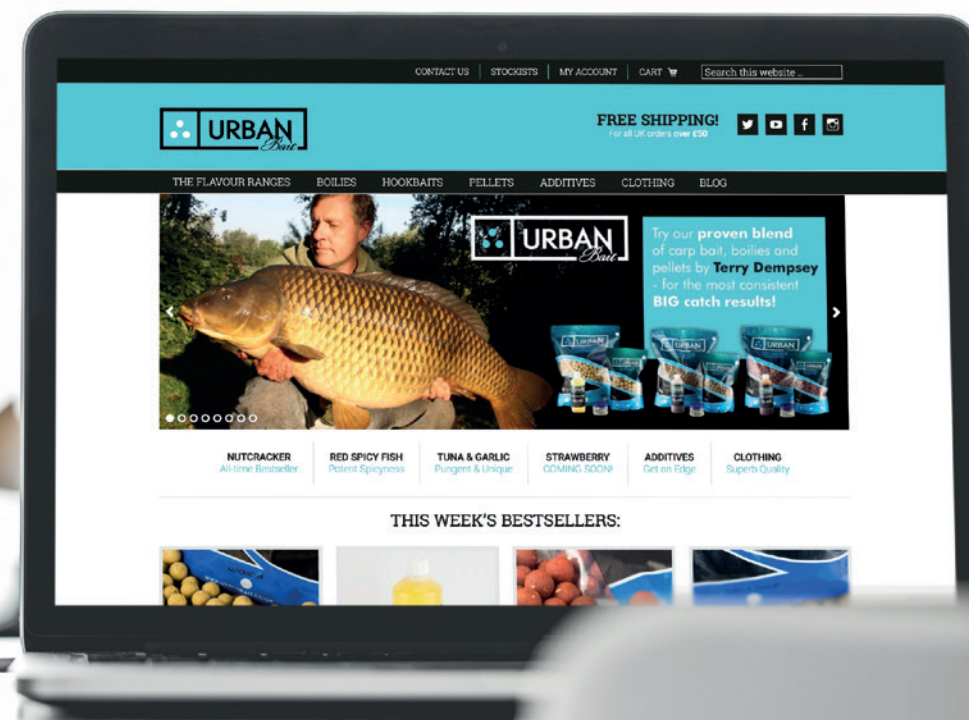
We know you're probably very busy, but we just wanted to share some interesting stats with you regarding the **SEO** work we've been doing for Terry Dempsey, the founder and Director over at **Urban Bait**...

The following is just the tip of the iceberg results wise, given there's a lot more to come!

What we've done is incredibly cost effective, scalable with the anticipated further growth of the company and provides that all important key ROI.

## The Brief:

1. To increase organic traffic from Google and other search engines via an SEO campaign.
2. To increase direct traffic via a brand awareness campaign.
3. To increase Urban Baits' YouTube following, video views and community engagement.



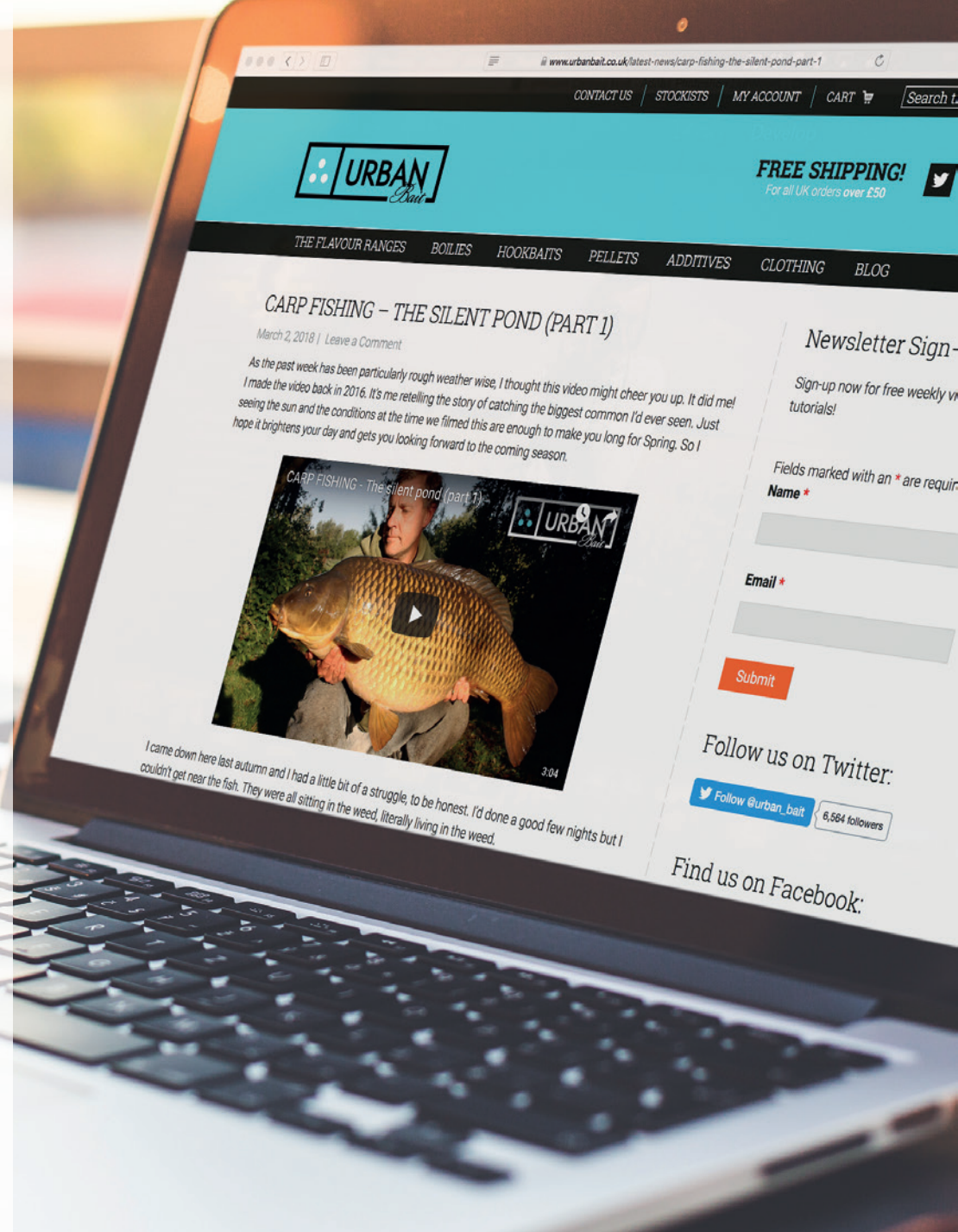


# The Solution:

In order to increase both direct and organic traffic from the major search engines, we undertook strategic SEO and brand awareness campaigns. We did the following:

1. Performed a Technical SEO Audit of the site in order to identify and correct technical issues that were hindering the site's organic traffic potential.
2. Researched a list of some 1,000+ short and longtail keywords. We prioritised a target list and got to work optimising existing pages on the site for many of the chosen targets. We then set aside the remaining keywords and created a content marketing plan to tackle said keywords over the following months.
3. Researched all the main competitors' backlink profiles to better understand how and why the competitors were outperforming Urban Bait. We developed a strategy to go about building relationships with the most powerful publishers in the niche. We did so in order to build both brand awareness and a natural and highly effective backlink profile of our own via a Content & Relationship Marketing reach out campaign.

In order to increase Urban Baits' YouTube following, video views and community engagement we filmed in-house tutorial videos targeting keywords on our keyword target list.





## The Results:

smokingchili  
MEDIA



# A Quick Snapshot of Results:

**Organic Traffic** means the total times a person has searched for a term on Google, Bing etc and then clicked on an Urban Bait search result. **Direct Traffic** refers to traffic (visitors) received to your website that doesn't come through any other channel. So, when you type [www.urbanbait.co.uk](http://www.urbanbait.co.uk) into your search bar and hit 'Enter,' you're accessing Urban Bait via direct traffic.

IN ONLY  
6 MONTHS,  
ORGANIC  
TRAFFIC GREW

BY:

61%

ORGANIC TRAFFIC

Via Bing etc.

IN ONLY  
8 MONTHS,  
DIRECT  
TRAFFIC GREW

BY:

80%

DIRECT TRAFFIC

Went direct to:

IN ONLY  
8 MONTHS,  
SUBSCRIBERS  
GREW

BY:

51%

YOUTUBE  
SUBSCRIBERS

YouTube

# The Results:



## Keywords in the Top 10 on Google:

We researched a list of some 1,000+ short and longtail keywords. We prioritised a target list and got to work optimising existing pages on the site for many of the chosen targets. We then set aside the remaining keywords and created a Video based content marketing plan to tackle said keywords over the following months. This had the dual aim of creating keyword rich content for both the Urban Bait blog, as well as high quality tutorial videos for the YouTube and Facebook audiences.

**AUGUST 2017**

**APRIL 2018**

**33**

**123**

Keywords in the  
**FIRST PLACE** on Google

**66**

**243**

Keywords in the  
**TOP THREE**  
Positions on Google

**115**

**374**

Keywords in the  
**TOP FIVE**  
Positions on Google

**335**

**899**

Keywords in the  
**TOP 10** on Google



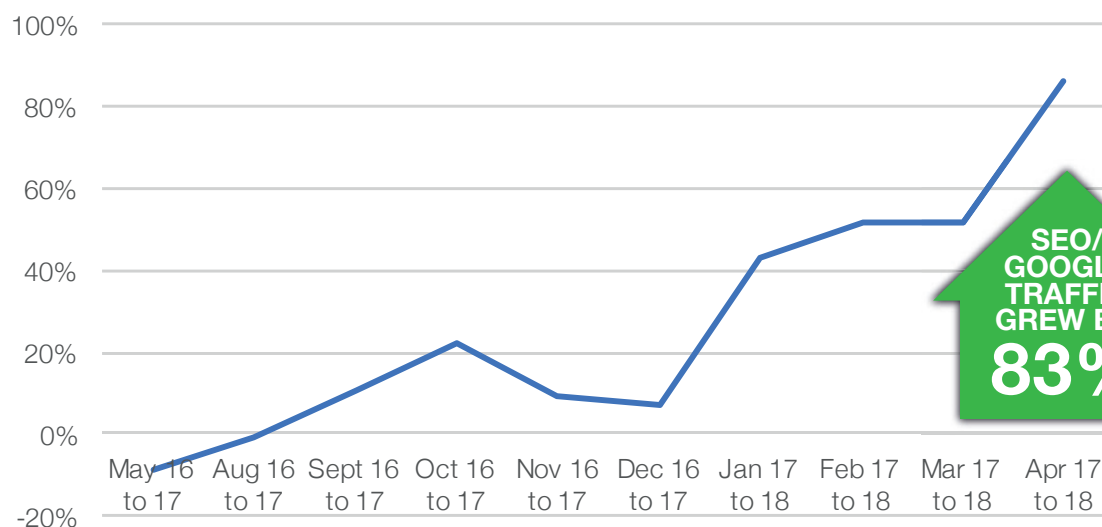
# The Results:



## Google SEO/Google Traffic Percentage Growth:

**SEO/Google Traffic Percentage Growth Year on Year is highlighted below.** This graph shows the percentage growth from Google traffic when comparing the results since we started working on the campaign against the previous years performance. For example, in April 2017 Urban Bait received 3,123 visitors from Organic Search **whereas in April 2018 it had risen to 5,799 - An 83% increase!**

SEO/Google Traffic Percentage Growth Year On Year



May	2016 Vs 2017	-9%
August	2016 Vs 2017	-1%
September	2016 Vs 2017	11%
October	2016 Vs 2017	22%
November	2016 Vs 2017	9%
December	2016 Vs 2017	7%
January	2017 Vs 2018	43%
February	2017 Vs 2018	52%
March	2017 Vs 2018	52%
April	2017 Vs 2018	83%

STATISTICS RECORDED FROM:



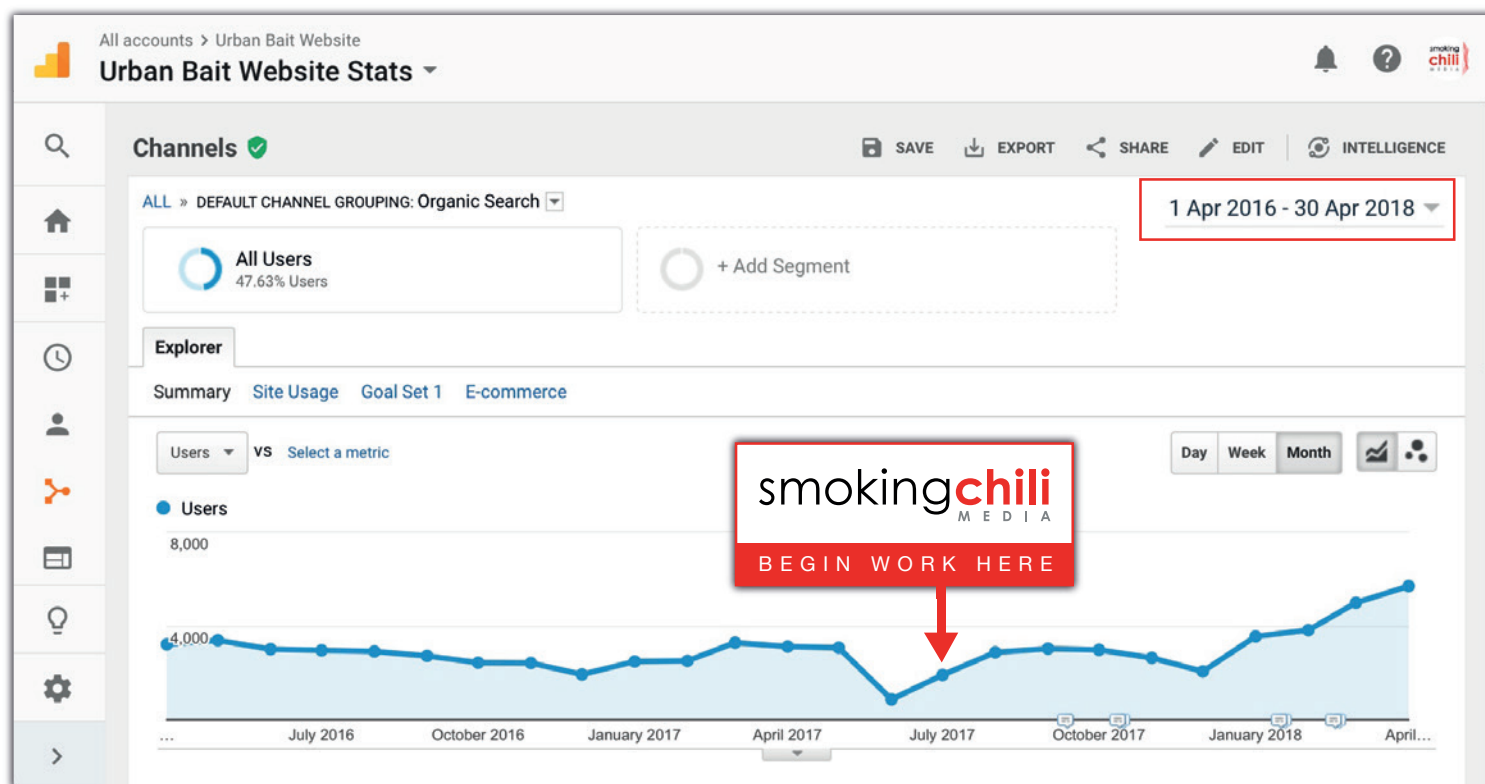


# The Results:



## Google Total Google Visits:

**Total Google Visits (Organic Traffic)** means the total times a person has searched for a term on Google, Bing etc and then clicked on an Urban Bait search result.



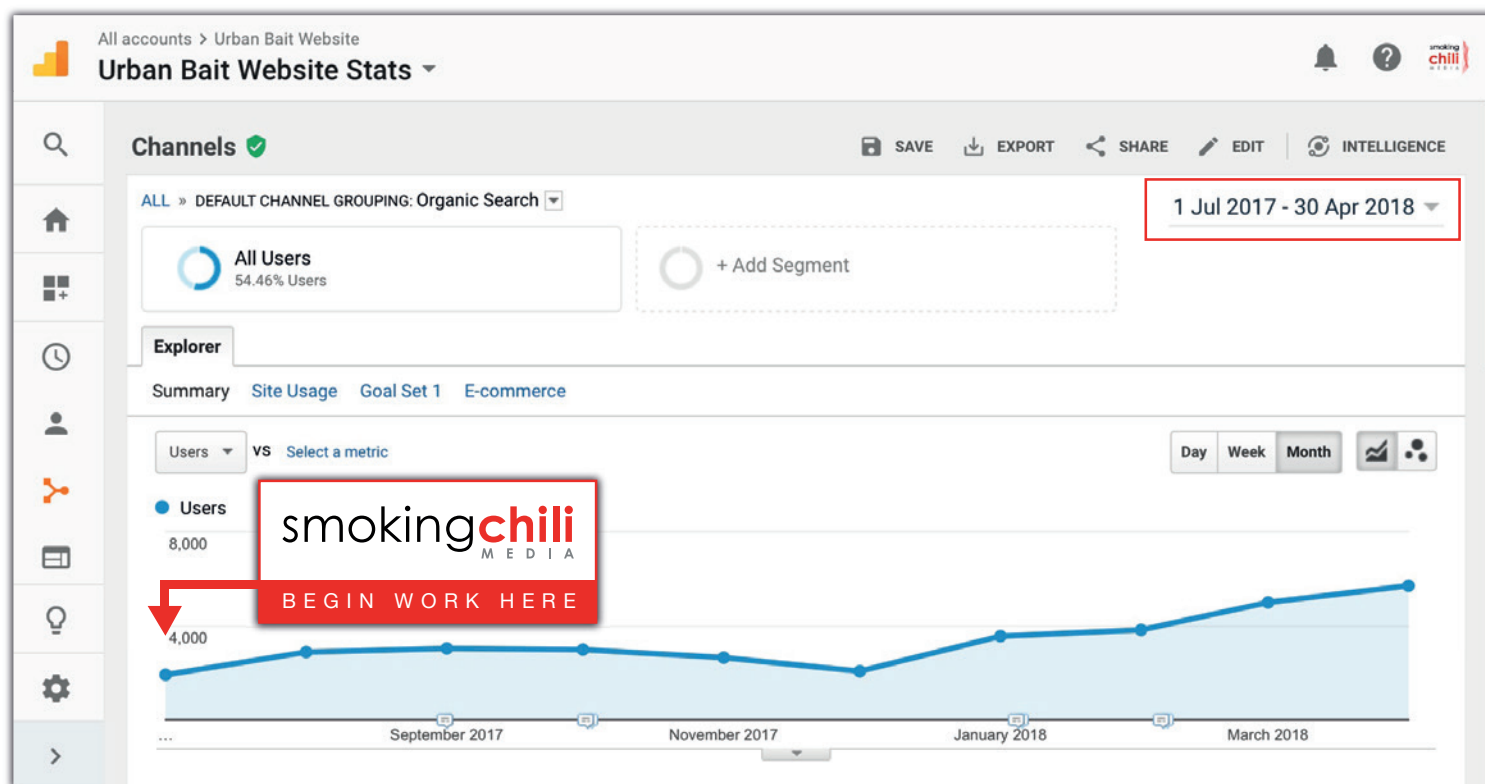
As you can see we have **already outperformed** previous months by far.

# The Results:



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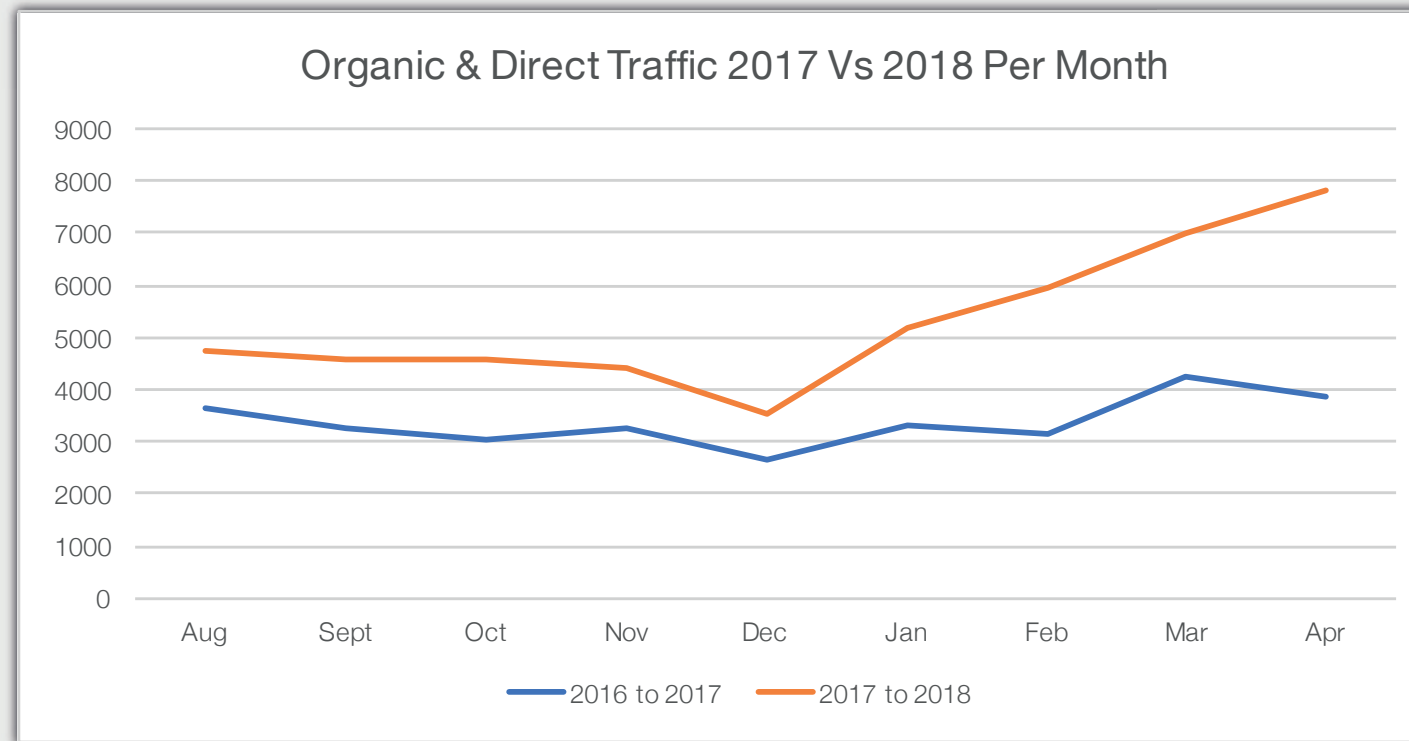
As you can see we have **already outperformed** previous months by far.

# The Results:



## Organic & Direct Traffic: (2017 V's 2018)

**Organic & Direct Traffic 2017 V's 2018 Per Month** is highlighted below. This graph shows the percentage growth from Google traffic when comparing the results since we started working on the campaign against the previous years performance.



STATISTICS RECORDED FROM:



As you can see we're outperforming all stats recorded from 2017 consistently...

Imagine what we could do by this time next year?



# The Results:

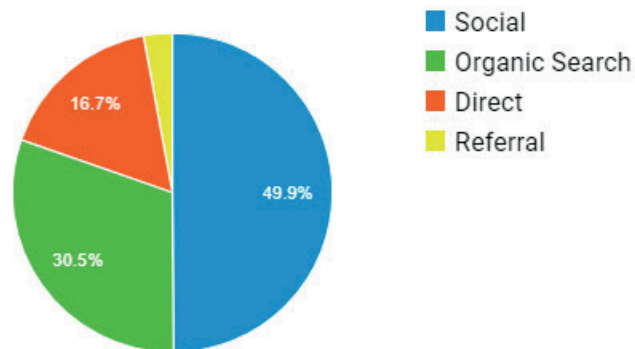


## Traffic Share Sources: (2017 V's 2018)

**Highlighted below signifies where the traffic per month to the website comes from 2017 V's 2018.** This graph shows the change April 2017 Vs April 2018 to compare how Organic Search and Direct Traffic now dominate thanks to our SEO work.

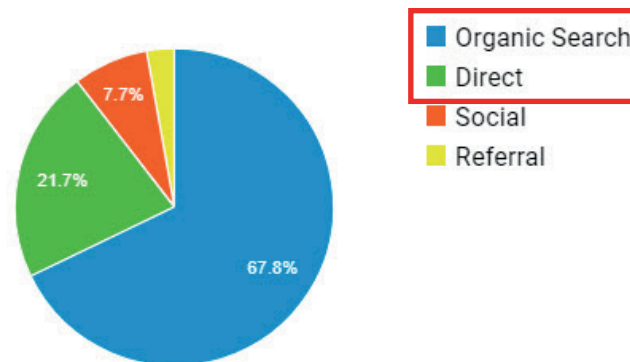
### APRIL 2017

Top Channels



### APRIL 2018

Top Channels



STATISTICS RECORDED FROM:



As you can see we've changed the way people are finding Urban Bait online down to dedicated and ongoing SEO support.

Imagine what we could do by this time next year?

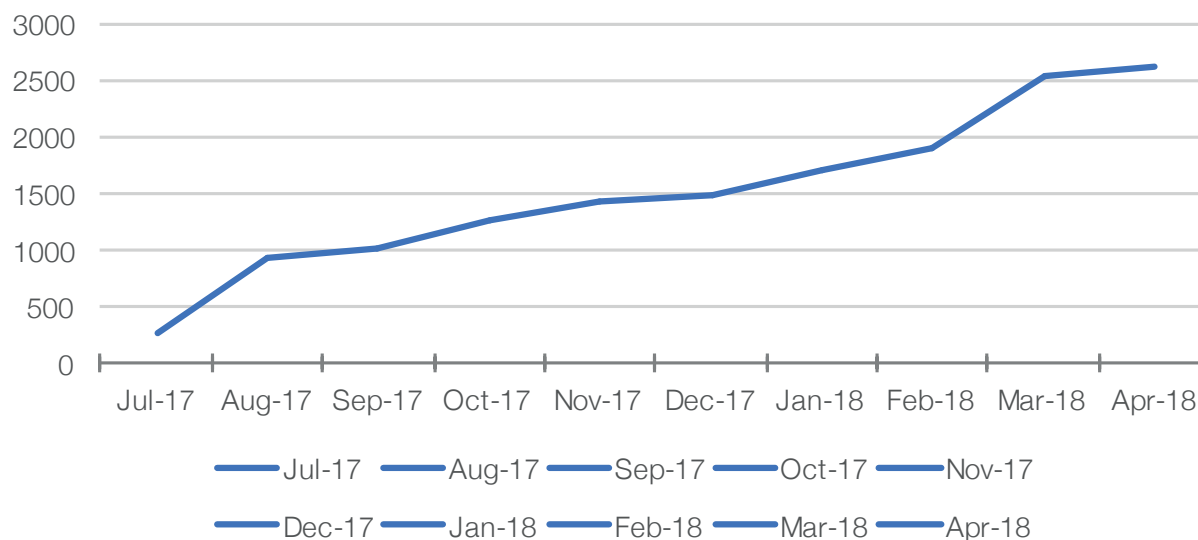
# The Results:



## Google Keywords Indexed on Google:

**Keywords indexed on Google** means that Google (well, it's crawling spiders) has discovered your webpage. It has then read the specific unique content and determined what that page is all about. Google then stores this information and when people search Google, the Google algorithm will rank the best results from its index in the order of 1 – infinity.

### Keywords Indexed on Google



We've worked hard at implementing the keyword strategy, based on the initial research of 1000+ short and longtail keywords.

STATISTICS RECORDED FROM:

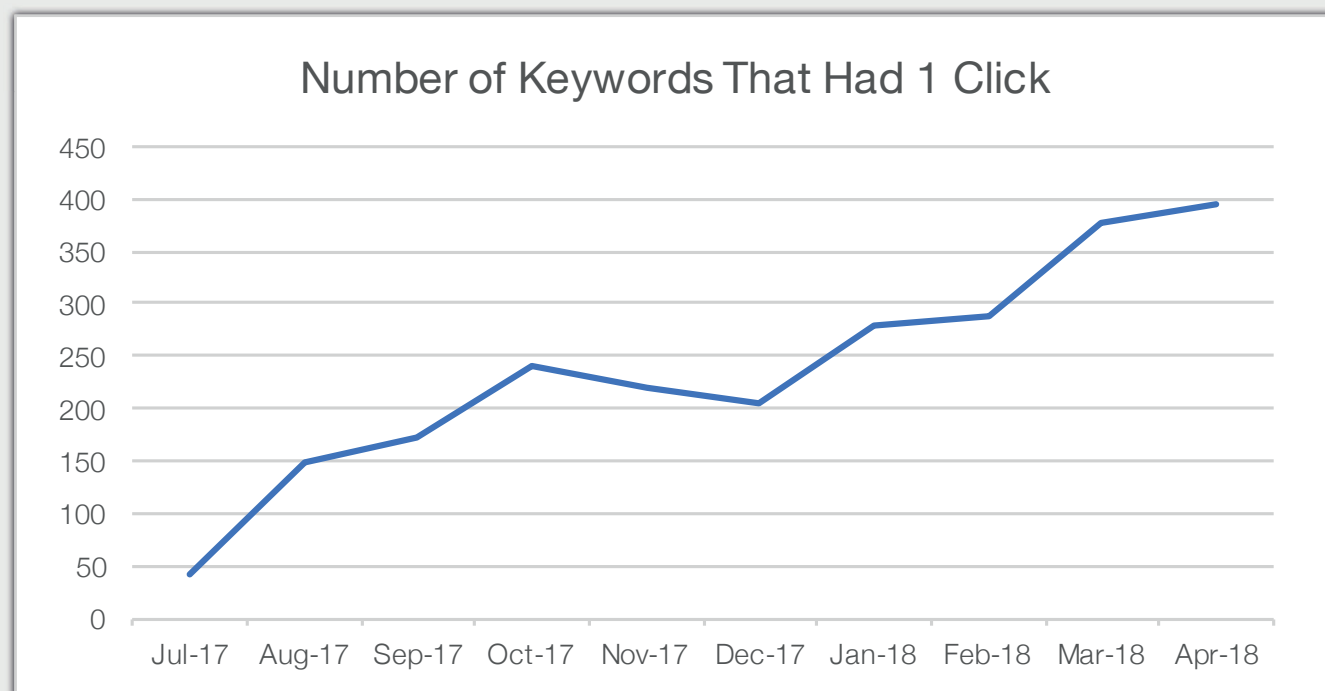


# The Results:



## Google Number of Keywords That Had 1 Click:

**Keywords that had 1 click** means the total number of keywords in the Google index that received at least 1 click from a Google search result and brought visitors to Urban Bait.



We've worked hard at implementing the keyword strategy, based on the initial research of 1000+ short and longtail keywords.

STATISTICS RECORDED FROM:





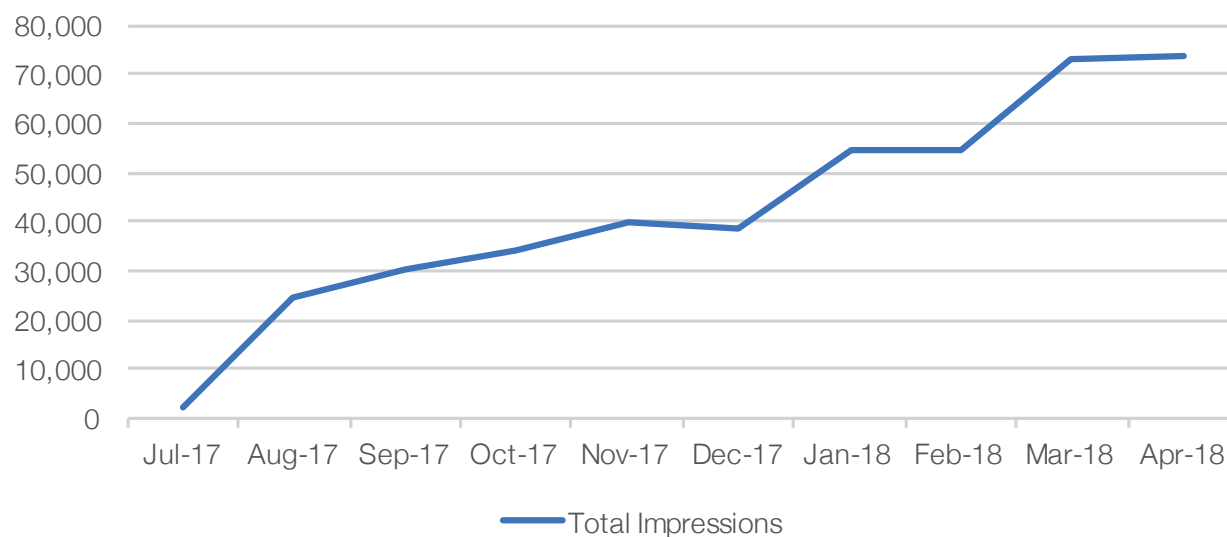
# The Results:



## Total Impressions on Google:

**Impressions are the number of times your content is displayed**, no matter if it was clicked or not.  
Think of reach as the number of unique people who see your content on Google.

Total Impressions on Google



We've worked hard at implementing the keyword strategy, based on the initial research of 1000+ short and longtail keywords.

STATISTICS RECORDED FROM:





## Google Examples of Top Positions on Google:

Google search results for "carp additives".

1. **Shop for carp additives**  
About 482,000 results (0.35 seconds)  
Sponsored  
Maple Peas: 25kg £20.99  
Bait-Tech Liquid Additives (Tutti... £3.49  
Nutrabait Sweetener 50ml £3.10  
Korda Kiana Carp Goo Chocolate... £7.25  
Mainline - Active Ade Particle An... £7.25

2. **These Carp liquid additives have been field tested on lakes throughout the UK and Europe with great results.**  
• Fish Protein Enzyme. £9.95 + Shipping. ...  
• Hemp Oil. £10.95 + Shipping. ...  
• Liquid Liver Extract. ...  
• Nut Juice. ...  
• Red Spicy Fish Dip. ...  
• Red Spicy Fish Paste 250g approx. ...  
• Tuna & Garlic Flavouring 500ml. ...  
• Tuna and Garlic Dip. ...  
More items...  
Carp Bait Additives | Carp Liquid Additives for consistent big catch ...  
<https://www.urbanbait.co.uk/product-category/additives>

4. **Carp Bait, Boilies & Additives | Pellets | Groundbaits | Angling Direct**  
<https://www.anglingdirect.co.uk/carp-fishing-tackle/bait-additives>  
Sticky Baits Bait Spray. ... When you're looking at carp bait chances are the first thing you're going to be looking at are boilies. ... Despite these drawbacks, the potency of the freezer boilie long made them the bait of choice among the carp fishing community.

CC Moore: Liquid Additives  
[www.ccmoores.com/liquid-additives-c-11.html](http://www.ccmoores.com/liquid-additives-c-11.html)  
CCMoore are known globally for their perfectly tailored carp baits, designed with one thing in mind, putting fish on the bank. Specialist boilie, pellet and particle suppliers in the UK.

Carp Bait Additives | Carp Liquid Additives for consistent big catch ...  
<https://www.urbanbait.co.uk/product-category/additives>  
These Carp liquid additives have been field tested on lakes throughout the UK and Europe with great results. Fish Protein Enzyme. £9.95 + Shipping. Hemp Oil. £10.95 + Shipping. Liquid Liver Extract. Nut Juice. Red Spicy Fish Dip. Red Spicy Fish Paste 250g approx. Tuna & Garlic Flavouring 500ml.

Google search results for "how to glug frozen boilies".

1. **Glugging Frozen Boilies - How To Glug Winter Carp Boilies | Urban Bait**  
<https://www.urbanbait.co.uk/latest-news/glugging-frozen-boilies-winter-carp-boilies>  
10 Nov 2017 - We get a lot of people asking us about glugging frozen boilies, especially at this time of year. So if you're looking for an edge with your winter Carp boilies then this blog post and video is definitely for you. In it esteemed Urban Bait consultant Jim Shelley runs you through the time tested technique he uses to ...

2. **How To Glug Boilies To Give You An Edge | Urban Bait**  
<https://www.urbanbait.co.uk/latest-news/how-to-glug-boilies>  
27 Sep 2017 - Follow this step by step guide on glugging boilies to enjoy consistent big catch results. ... Basically, what we are going to do is marinate some twelve mil Nutcracker Boilies with the Urban Bait Nutcracker Glug and the Liver Cracker Powder. Now you ... You can stick it in the freezer once it is all marinated.

How To Glug Freezer Carp Fishing Baits - YouTube  
<https://www.youtube.com/watch?v=gC0oGdTaM7U>  
30 Sep 2013 - Uploaded by Catch More Fish TV  
Pre-drill freezer baits prior to immersing into the Glug to harden and boost them. Great for fishing waters ...

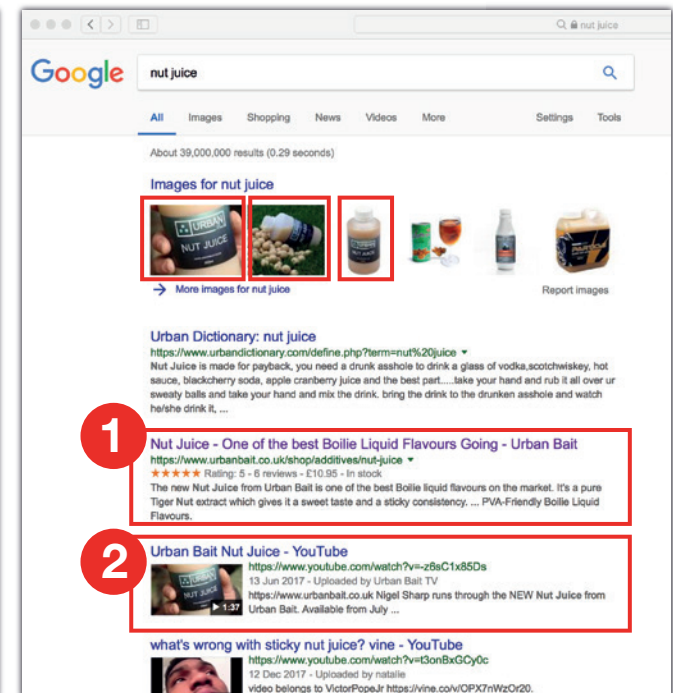
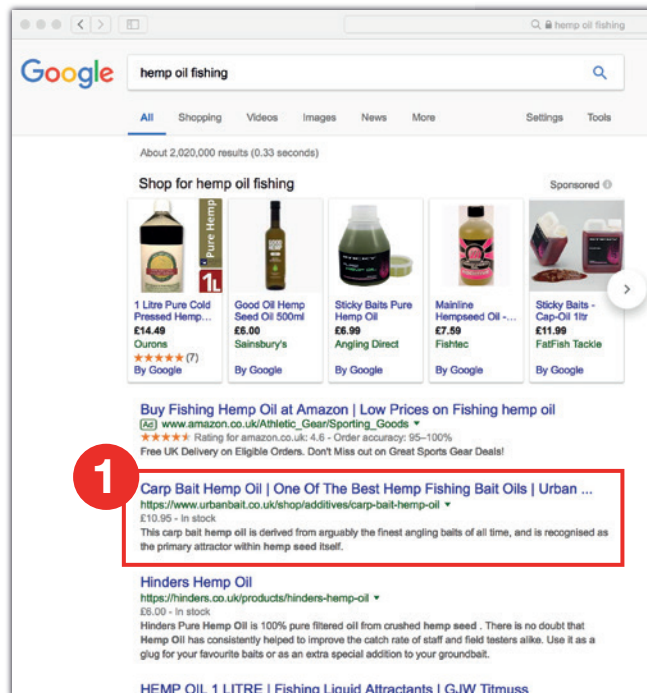
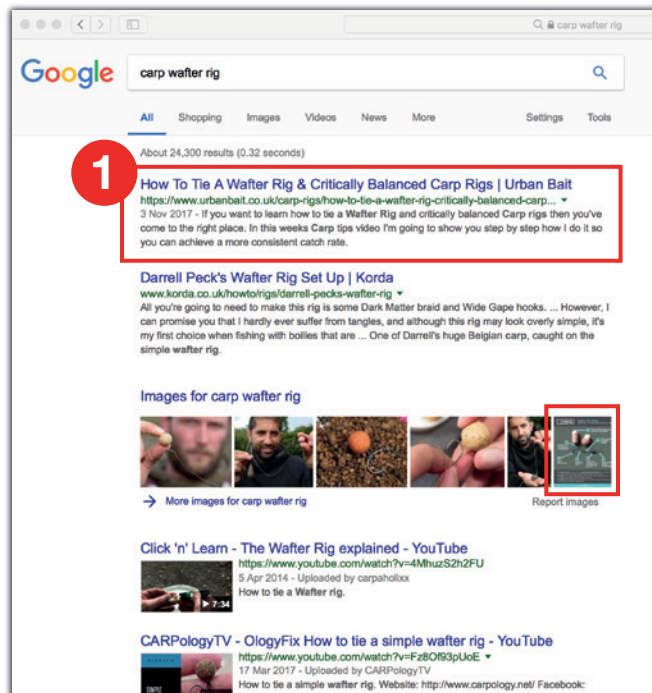
4. **Glugging Frozen Boilies - Jim Shelley Explains How To Glug Winter ...**  
<https://www.youtube.com/watch?v=1hEVYLLfxY0>  
10 Nov 2017 - Uploaded by Urban Bait TV  
If you're looking for an edge with your winter Carp boilies then this blog post and video is definitely for you ...

Glugging Boilies - UK Bait and Bait Making - Carp.com Fishing Forum  
<https://www.carp.com> > UK Carp Forum > UK Bait and Bait Making  
24 Aug 2011 - 11 posts - 5 authors  
Hey again guys. Sorry for all these boilie questions but I'm abit stuck... I bought 2 kilo of frozen boilies yesterday and am using them now. Last night I let them defrost for a few hours, then took a dozen, and drilled a hole in each and put them in a pot of glug overnight. Not a problem so far as I've currently ...  
Advice on "glugging" hookbaits..... 16 posts 1 Sep 2016  
frozen boilies 14 posts 10 May 2011

# The Results:



## Google Examples of Top Positions on Google:

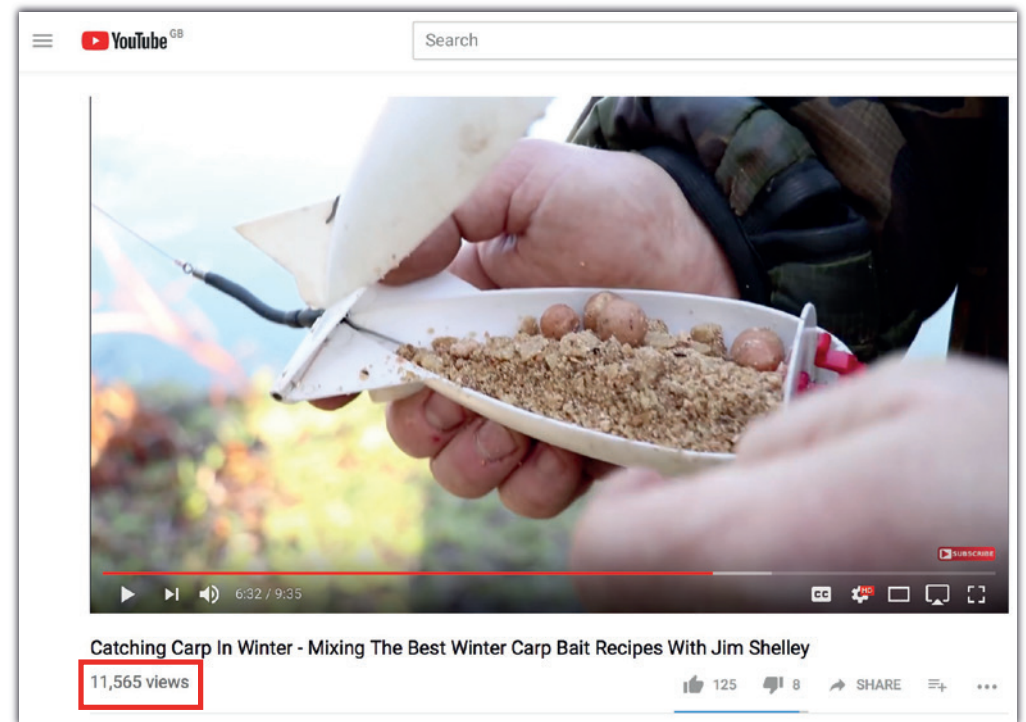
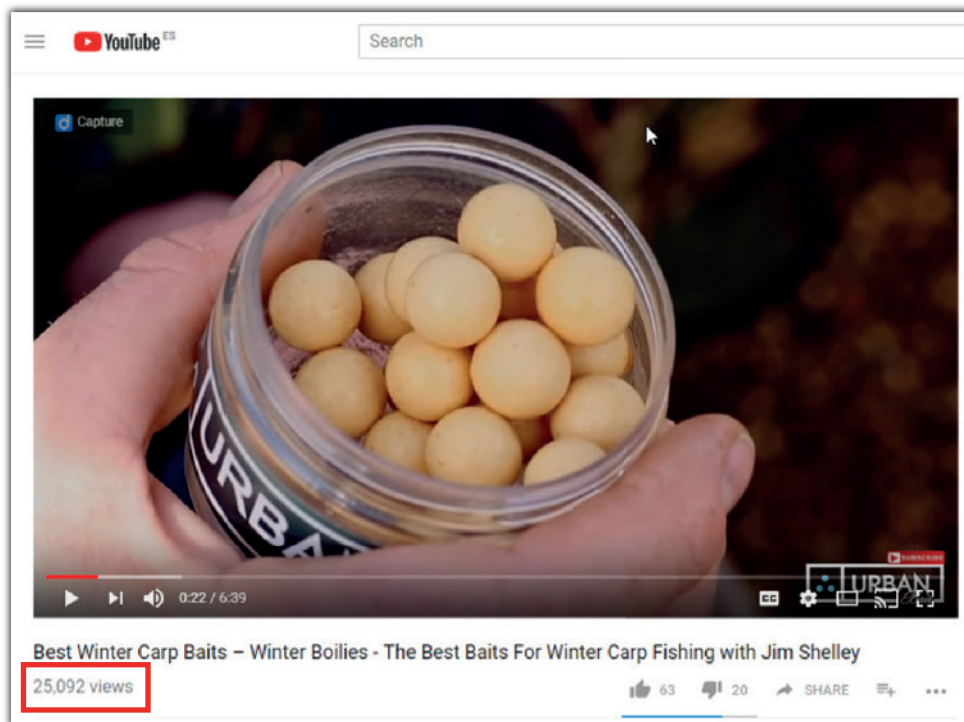




# The Results:



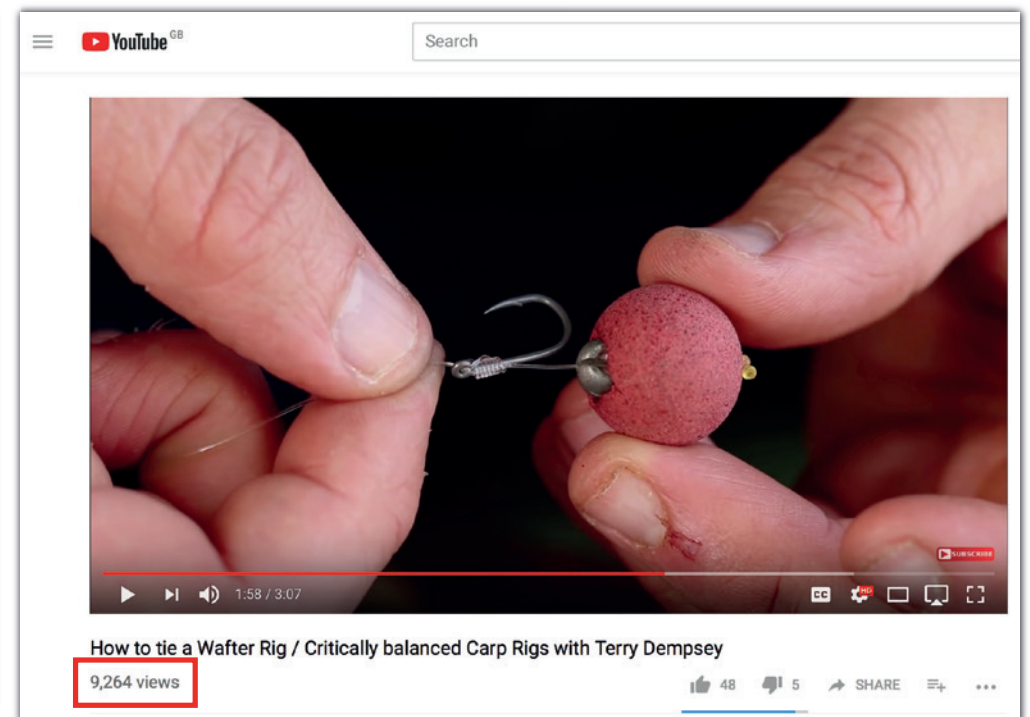
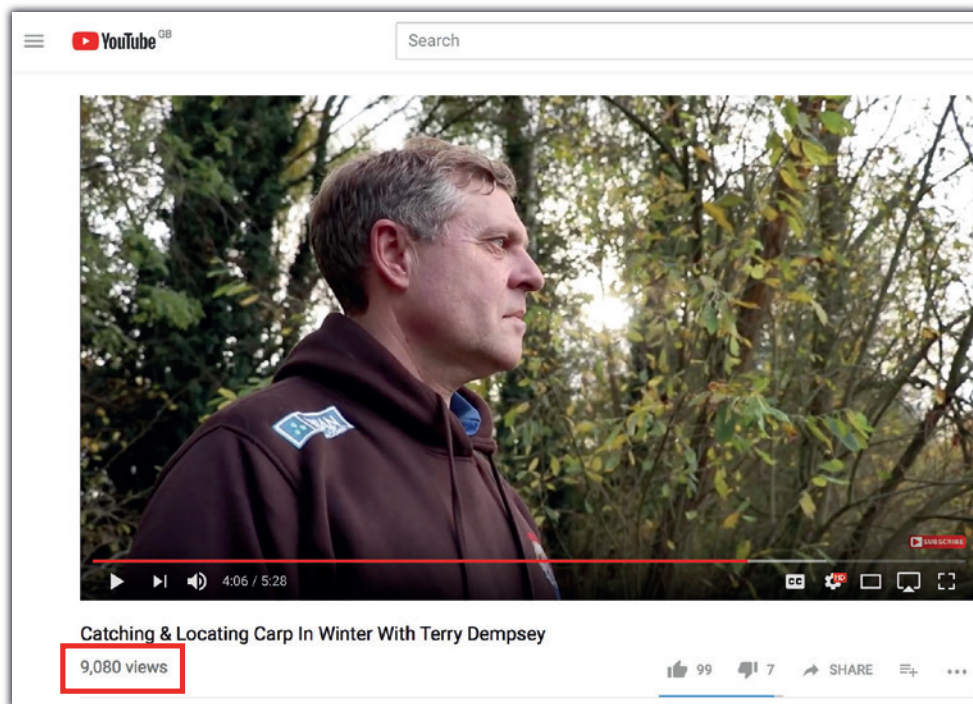
## Examples of Top Video Views:



# The Results:



Examples of Top Video Views:




# The Results:



## Stats from Facebook Video Promotions:

Video Details



**Urban Bait: The Best Winter Carp Baits – The Best Baits For Winter Carp Fi...**

In this weeks Carp tips video, Urban Bait Consultant Jim Shelley will walk you through the winter Carp baits that consistently give him great edges and get him consistent catch results through the winter months. The full blog post with this vid...

6:34 · Uploaded on 10/13/2017 · Owned · Appears in 4 posts

**Total Video Performance**

Minutes Viewed	24,633
<b>Video Views</b>	<b>31,845</b>
10-Second Views	13,097
Video Average Watch Time	0:14
Audience and Engagement	





# The Results:



## Stats from Facebook Video Promotions:

We built relationships with some of the biggest publishers and magazines in the niche. They agreed to crosspost our videos to their Facebook pages. As a result we were able to get each video in front of a **vastly larger audience** than just those following our Facebook page.

This video is used in 4 posts and 3 ads

Owned Posts (1) ⓘ	Posted Date	Reach	Video Views	10-Sec Views	Uniq. Viewers	Post Engagement	Video Avg. Watch Time
Crossposted Posts (3) ⓘ							
 <b>Total Carp Magazine</b> The Best Winter Carp Baits – Th...	● 02/08/2018 3:00pm	15K	4.2K 13%	1.5K 11%	4.2K	21	0:12 / 6:34
 <b>Taska</b> The Best Winter Carp Baits – Th...	● 02/07/2018 4:56pm	2.2K	694 2%	246 1%	653	8	0:09 / 6:34
 <b>CARPology Magazine</b> The Best Winter Carp Baits – Th...	● 12/06/2017 2:27pm	38K	10K 32%	3.5K 27%	9.7K	126	0:10 / 6:34

Total video views on Facebook: 31K ⓘ



## The Results:



## YouTube Page Following:

**Page Following** refers to the total number of subscribers a YouTube channel has.

### YOU TUBE SUBSCRIBERS:

01/09/2017 **2718**

01/04/2018 **4103**

**51% Increase** to date  
**since September 2017**

We outperformed all their previous years subscription rates...  
It took Urban Bait 3 years to get to 2718 subscribers.  
**We've doubled that in only 8 months!**

IN ONLY  
8 MONTHS,  
SUBSCRIBERS  
GREW

BY:

**51%**

YOUTUBE  
SUBSCRIBERS



## We'd love to talk more!

Overall this has been a **highly successful campaign** and one that exceeded the client's expectations!

What we've done is incredibly cost effective and scalable for the future projected growth of Urban Bait - plus provides that all important key ROI.

But hey, this type of marketing is not just limited to Urban Bait or other sporting & leisure goods companies! We'd love to chat further with you about how we can use our effective digital marketing services for your own business.

Thank you for reading!

