



WOLSELEY

Increasing organic revenue by 259% YoY



Following a rebranding project, Wolseley wanted to grow their authority within the trade industry and increase organic traffic to key product areas. The challenge? Generating improved rankings and traffic from high-volume, high-competition transactional keywords while also satisfying an information-seeking audience of trade experts.



The Client

Wolseley is a leading trade specialist merchant in plumbing, heating and cooling equipment and the UK operating company of Ferguson PLC, which serves over 1 million customers around the world.

As the UK's leading distributor of plumbing and building materials, Wolseley serves professionals in the construction industry through a number of trading brands.

The Objective

To grow brand authority within the plumbing and heating trade following a re-brand, increasing organic visibility and traffic to key product areas.



The Method

To boost organic visibility and traffic, QueryClick focused on two key areas:



We re-targeted the parts and spares section of the website to focus on the most relevant high-volume searches from the trade audience.



We crafted insight-led copy for key pages to fill content gaps, increase the breadth of keywords targeted, and win the coveted featured snippet space in search results.

The Results

Our optimisations resulted in ranking improvements for all targeted keywords, securing **top 3 rankings** and **increased brand awareness among the key target audience**.

- Clicks to optimised pages increase by **259% YoY**
- Organic revenue from optimised pages increased by **18.7% YoY**
- Featured snippet ownership grew by **133%**

Why it Worked

Never underestimate the value of quick win activities in improving your SEO performance. Making sure you're targeting the right keywords in metadata and on-page, as well as serving high-quality and keyword-optimised content to users, is essential in **securing your right to rank**.

Search engines like Google use metadata as well as on page copy to understand what your website and its individual pages are about. This information is used for ranking purposes and determines **how your page is displayed to users in search results**. As it's often the first information about your brand that a user will see, it's essential that you're using the space wisely.

The better optimised your page, the more likely you are to secure coveted featured snippets in search results. Featured snippets are selected results that feature **above organic search results** and are intended to answer a user's query straight away. They can have a drastic positive impact on click-through-rate, allow you to **'leapfrog' your competition** and be the first result users can see.

Can we help?

Ensuring your website adheres to basic SEO best-practice is key to improving organic rankings and driving more traffic online. Get your free Organic SEO Health Check today and see what we can do to boost your business' visibility online.

[Contact us today!](#)