



Ikroh: MapStop case study



“There are so many SEO companies bombarding you with emails it’s difficult to make an informed decision. I chose to work with Ikroh as their approach to SEO was approached with integrity. I had also met Daniel and been impressed with his knowledge and willingness to offer advice and his friendly, helpful approach has continued since we have started working together. I’m really pleased with the results and have no hesitation in recommending Ikroh for your search engine optimization – unless you’re a mapping company of course!”

Alan Smith, Director of Mapstop.co.uk

Client Overview

MapStop is Global Mapping’s online map shop. They are a specialist mapping retailer supplying maps and data for both business and leisure. Recently they became the only UK company to supply Earth Atlas – dubbed the ‘ultimate book about our World’ it is the largest world atlas ever produced and as well as maps of the world it contains descriptions of the geographical, social and cultural situation as it currently stands. Prior to working with us their website did not appear at all on the search engines for one of their key phrases ‘wall maps’.

The Challenge

MapStop approached us to achieve a visible presence on the search engines for specific keyword phrases around ‘Wall Maps’, in order to drive more traffic to their site and increase their sales of wall maps. ‘Wall maps’ is a very competitive search term, returning approximately 25 million results on Google. Our challenge was to increase their sales while keeping within their marketing budget.

Our Strategy

As with all our clients, our starting point was to discover exactly where they currently stood for their key phrases, and to get to know them and their business so that we could tailor our Search Engine Optimisation strategy to their goals. This began with a face to face meeting, and the relationship was then developed through as many phone calls and emails as were required to fine tune our approach. We then researched the wall maps market to discover who we should be targeting, introduced a bespoke linking strategy and, where necessary, improved the quality of the content ensuring the key phrases were targeted. Reports were sent monthly with an analysis of the traffic to the site and the conversion ratios as well as tracking the key phrases in the search engines and comparing their progress with the main competitors' sites.

The Results

Search Engine Optimisation is an ongoing process. So far we have been working for 3 months on MapStop's website, and from nothing we have achieved a first page listing on Yahoo! and a third page listing on Google. More importantly, MapStop have seen their sales of wall maps increase dramatically!

Contact Us

For more information, please contact your Account Manager, or call us at 01908 379 938.

About Ikroh

Here at Ikroh we provide search engine marketing solutions for all; small to medium enterprises right through to large corporate companies. Collectively we have over 9 years experience in the field of Search Engine Optimisation (SEO). Based in Milton Keynes, we are currently working throughout the UK and the European Market covering three languages; English, French and Russian. Learn more at www.ikroh.com.



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