

Founded in 1980, P&H Motorcycles is a motorcycle repair business based in Crawley, West Sussex. It runs a large repair shop on Orchard Street and a showroom selling new and used motorcycles on Gatwick Road.

### Overview

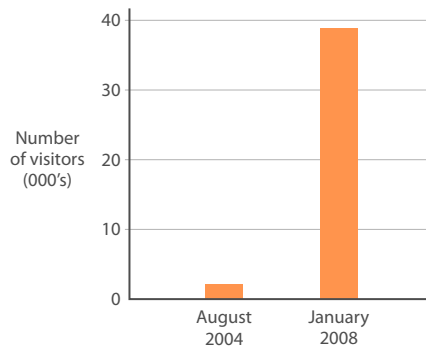
After 20 years of steady organic growth, P&H Motorcycles launched a modest three-page web site, and by the time Brand Attention began working with the company, the web site had grown to over 300 pages.

In 2004 P&H Motorcycles approached us to conduct a thorough analysis of its web site. We soon identified four key areas for improvement:

- Better search engine performance
- Removal of frames to improve indexing
- Targeted page titles, meta descriptions and keywords
- More inbound links from other web sites.

### The Initial Search Engine Optimisation

We began by providing meta data for more than 300 pages across the P&H website. This involved considerable keyword research. It also meant converting pages within frames to allow the content to be read and indexed by search engines. Then we installed a Deepmetrix tracking code on the website which enabled us to provide a traffic benchmark.



### The results are striking

In the month of August 2004, P&H motorcycles received 2,166 visits referred directly from search engines. Compare this to January 2008, where the web site received 38,569 visits from search engines – an increase of 1,680%

### Ongoing SEO

As part of our ongoing work with P&H motorcycles, we regularly research new meta data for the latest motorcycle models. We also provide search engine marketing advice and make content recommendations where we see unexplored potential on the web site.



“ I have no hesitation recommending Brand Attention to anyone with the exception of other motorcycle dealers, as I do not wish them to have the advantage that you have given us. We used to spend £65,000 a year on press advertising. We cut this to £24,000 last year and to zero for this year. Our sales increased by 42% in 2007, while the market went up by only 8%. ”

Paul Searle  
Managing Director

