

RAGEign

SEO Case Study

www.haringtons.com

Websites for Prince Squash and Badminton



Haringtons the award winning retail hair stylists and one of the fastest growing groups approached Rage to design a new website that would reflect the movement and development of an international brand, provide functionality, maximise online sales and compete on the major search engines for awareness and sales.

- Unique design
- Home Page with Interactive Style Showcase
- A full visual shopping Cart with over 300 products
- A Collections Sections with over 100 styles
- Optimised website for Google and Yahoo positioning
- Content Management
- Installation of Google Analytics.



Within 4 weeks of optimising the website, haringtons.com is already appearing on many page 1 results



Search Engine Term

hairdressing salons in london
hairdressing salons in buckinghamshire
hairdressing salons in hampshire
award winning hairdressing salons
award winning hairdressing
award winning group of salons
hairdressing training and seminars
hairdressing nvq training in south east
purchase ghd's online
shopping online for ghd's

Ranking

Page 1 - Number 2
Page 1 - Number 1
Page 1 - Number 1
Page 1 - Number 1
Page 1 - Number 4
Page 1 - Number 2
Page 1 - Number 3
Page 1 - Number 6
Page 1 - Number 3
Page 1 - Number 5