



### **Objective**

Optimise William Hill for relevant keywords and increase players in line with CPA targets.

### **Solution**

Initial site analysis was carried out; recommendations were made concerning structure & navigation of the site as well as inbound links. Content analysis was also carried out and our in-house content writers recommended a higher level of keyword density.

### **Results**

Rankings increased after 60 days and within 90 days they hit number 1 for 6 high traffic key terms with a total of 750,000 unique monthly searches.

### **Kind Words**

*"We had an experience using an unethical SEO company before we were recommended to Veniti, they showed a great understanding of how to focus on keywords that had the best chance of converting into depositing players, I would recommend them for any business looking for genuine results from SEO."*

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