

UK Home Energy Efficiency Provider – Organic Growth

Government Grant Schemes · Technical SEO, Content Clusters, Landing Pages

- Built topical authority around ECO4, insulation, boiler grants and renewable schemes, one cluster at a time.
- Fixed crawl, indexation and internal linking so new pages ranked without waiting years on domain authority.
- Mapped high-intent commercial keywords to dedicated pages for homeowners, landlords and property developers.

1.6M+

Organic sessions generated

+310%

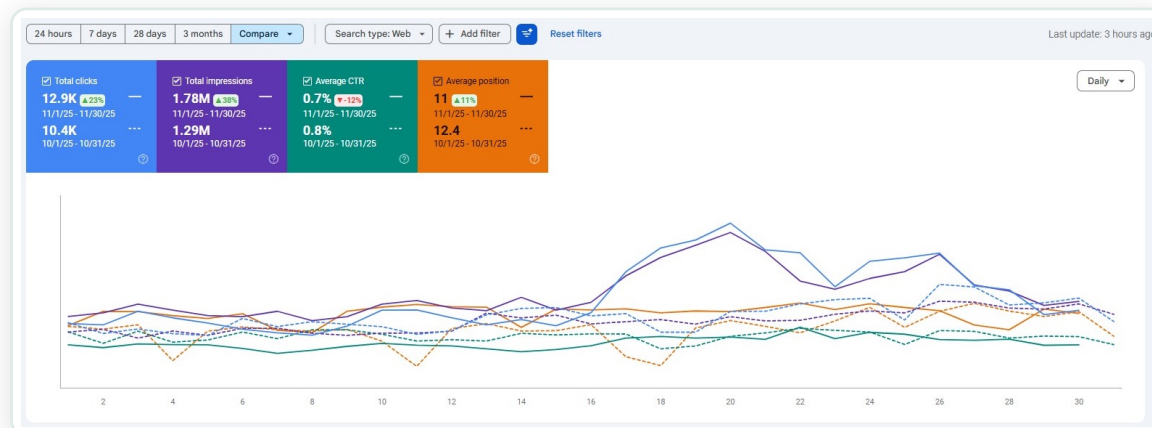
Organic visibility

250+

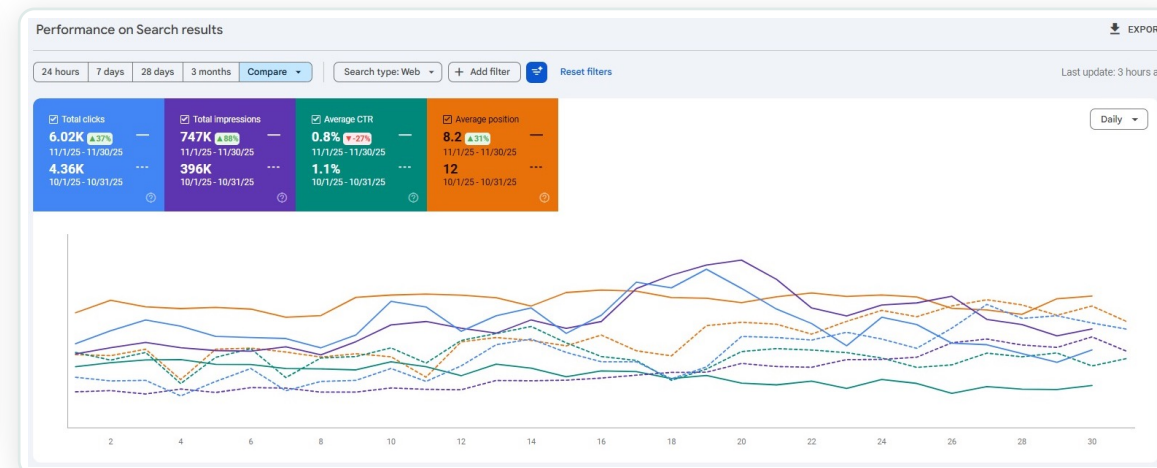
First-page commercial keywords

185K+

Qualified enquiries, blended SEO + paid



Search Console — 12.9K clicks and 1.78M impressions, month over month



Regional service cluster — clicks +37%, impressions +88%

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PROJECT OVERVIEW

We built an organic growth program for a UK home energy efficiency provider serving homeowners, landlords and property developers. Search demand covered government-backed schemes and practical services including ECO4, insulation, boiler grants and renewable improvements. The objective was to turn that fragmented demand into a structured source of qualified enquiries.

THE CHALLENGE

The site needed stronger technical foundations and clearer alignment between commercial search intent and service pages. New content also had to rank without depending on years of accumulated domain authority, while regional and audience-specific searches required more than a small set of generic pages.

OUR APPROACH

We fixed crawl, indexation and internal-linking issues so search engines could discover and understand the site more reliably. Topical authority was built one cluster at a time around priority schemes and services. High-intent commercial keywords were mapped to dedicated landing pages for each relevant audience, while Search Console data guided iteration. Our role covered technical SEO, information architecture, content-cluster planning, keyword-to-page mapping, landing page development and performance analysis. The same landing-page system was designed to support paid demand as well, preventing organic and paid teams from creating competing journeys.

BUSINESS IMPACT

The program generated more than 1.6M organic sessions and increased organic visibility 310%. More than 250 commercial keywords reached the first page, contributing to over 185K qualified enquiries across SEO and paid activity. Search Console evidence included 12.9K clicks and 1.78M impressions in a reported month. The resulting search architecture gave future services and regions a consistent foundation for expansion rather than requiring isolated pages and campaigns each time.

VERIFIED OUTCOMES

1.6M+

Organic sessions

+310%

Organic visibility

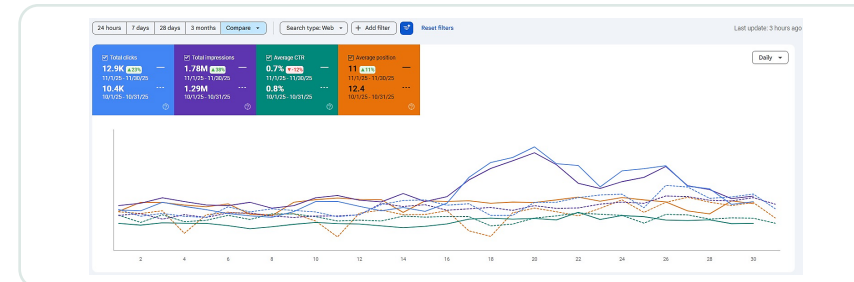
250+

First-page keywords

185K+

Qualified enquiries

ENLARGED PERFORMANCE EVIDENCE



Search Console performance evidence supplied in the original portfolio

WHAT WE DELIVERED

Technical SEO | Content clusters | Internal linking | Commercial landing pages | Search Console analysis

HAVE A SIMILAR GROWTH CHALLENGE?

Let's map the system before scaling it.