

Harrington & Co



Since 2002 Harrington & Co has become one of Brisbane's leading and trusted names in the estate jewellery and luxury vintage watch market.



INDUSTRY

Jewellery

IN BUSINESS

Since 2002

CUSTOMER

Since 2013

BUSINESS TYPE

Single Location

CHALLENGE

Mark Hodges, Director of Harrington & Co, knew they needed to get more people to their website, especially people who did not already know about them. They started following Google best practices and updating their website in-house, achieving some traction with certain keyword rankings. They weren't sure if it was worth paying someone else to do it and whether it was going to make much of a difference to their organic rankings.

SOLUTION

ReachLocal offered Harrington & Co our **ReachSEO** solution which is exactly what they were looking for. This allows Mark to focus on running his business, while leaving everything to do with his website and marketing to ReachLocal. The ongoing communication between Harrington & Co and ReachLocal means that Mark can always be aware of the results being driven as well as have insights into what the ReachLocal team have been working on month by month.

RESULTS

When Harrington & Co commenced their SEO campaign with ReachLocal their site was occasionally ranking for Rolex and luxury watches, and had little ranking for jewellery. They were getting approximately 2,000 organic site visitors per month when they first started in 2015. Now they are getting almost **5,500 organic site visitors per month** which represents a **168% increase in organic traffic**.

"Our jewellery page became the second highest landing page organically, 6 months into SEO with ReachLocal. We have also been able to maximise on our niche position in the market place with pocket watches through ReachLocal's SEO efforts in this area. The ReachLocal team deliver excellent transparency and reporting around results and regular communication."

Mark Hodges
Director
Harrington & Co



ReachSearch™



ReachSEO™

ReachDisplay
Geofence™