

Case Study: Military 1st



Military 1st is one of the UK's top suppliers of combat clothing and military accessories. Their products also include tactical footwear, outdoor and camping supplies, survival gear and much more.

"123 Ranking have been great to work with over the years. They helped us reach new customers when we were just starting out, and our website is still getting more and more traffic. I would highly recommend them to anyone looking to grow their online business."

Michael Grzybowski
Military 1st

Client Background

Military 1st originally contacted us in 2010. After setting up their business in 2008, they wanted their website to be much more competitive. Increasing the amount of organic traffic coming in from Google was a high priority for the client.

Our Solution

After initial optimisation, we worked closely with the client to resolve technical issues, and offered plenty of expert advice. As we delivered some great results, Military 1st later upgraded their service several times over the years and became one of our longest-standing clients.

The Results

Within the first few months, we secured first page positions for some competitive keywords including "combat clothing". Ever since, we have continued to deliver great results year on year.

As of 2017, we've achieved all of the following...

29%

**higher traffic
than in 2016**

47

**keywords in
the top 10**

22

**keywords at
position #1**

The fact that Military 1st have been with us since 2010 speaks for itself. We hope to continue building on this success in the future!

☎ 0333 332 6396

✉ enquiries@123ranking.co.uk

