

Case Study: VIP Bottles



VIP Bottles are an online retailer of exclusive spirits and champagnes, with next day delivery offered UK-wide.

“Whenever we enter a business relationship we look for results, and 123 Ranking have met our goals. Our rankings have gone up, simple as that. They are always available and offer tips and suggestions which is always appreciated.

I would recommend 123 Ranking to others as it has been a very simple and straightforward relationship. We meet and discuss any ideas and goals we have, 123 Ranking then work on these goals without having to chase them up.”

Bhupinder Gill
VIP Bottles

Client Background

The client found they were not getting enough hits to make their sales targets. Google is a major platform for them, but they were not ranking for their products. Being confident in their product range, they knew they simply needed more visitors to find them online.

Our Solution

After defining a strategy, we fully analysed the site (and key competitors) for technical issues to be fixed, and began optimising pages for relevant keywords.

We then moved on to content marketing, creating new, user-friendly site content and fresh blog articles every fortnight. We also carried out extensive but highly-targeted, organic link building to boost their SEO.

The Results

After some great initial results, we then gradually built up a stronger online presence for the client over time.



of keywords in the top 10 within 6 months



of keywords in the top 10 within 18 months

- ↑ **370% higher traffic** from search engines
- ↑ **74% of users** now come from organic search
- ↑ **41% more time** spent on the site by each user

VIP Bottles now ranks nationally in the top few results for a huge range of exclusive spirits and drinks, with great positions for Leicester, which is their local area.

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