

Byrne Group

Byrne Group PLC is one of the fastest growing top 100 construction companies in the country and are currently turning over £400 million.

The Task

To increase hits for previously completed projects. To make sure that th Byrne Group case studies have maximum exposure to the Internet.

The Solution

Research

Byrne Group asked us to optimise their suite of five websites, spanning a large portion of the construction industry from concrete frame-work and new build, to hotel-fit out and refurbishment. The research for this project benefited massively from our welath of previous experience within the construction industry. We extensively reviewed our drawn up groups of keywords, and selected the ideal optimised copy before integrating it into the site.

Content

The SEO campaign specifically targeted Byrne Group's vast and impressive array of previous projects, making them more visible to search engines. We carefully placed project keywords throughout the site whilst avoiding spam. We also designed an innovative media gallery to publish fresh content from publications to photographs and news releases.

Link Building & Social Media

Where applicable, we built links from project specific websites and from the clients of Byrne Group.

The Result

80% Increased Traffic for Project pages



Our websites lead the way in our industry. With a trully modern look, tactile feel and most importantly, up to date content, we are very pleased with the ongoing service that Chris Curd Design continues to provide.

Matthew Preston, Director
Byrne Group PLC