

IQ Glass

IQ Glass, part of Texo Group, utilises industry leading products in the architectural glazing sector. With products featured on Channel 4's 'Grand Designs' and 'Restoration Man' the company has moved from strength to strength supplying beautifully aesthetic products to companies across the architecture and design industries.

The Task

To improve presence on Google for IQ Glass key phrases.

The Solution

Research

After identifying the key phrases through the initial collaboration with IQ Glass, we researched current search trends to identify a unique copywriting strategy.

Content

We based our content around these various key phrases, including single and longtail phrases. The content includes a perfect mixture of both specific phrases, to help conversion rates, and broader phrases, to benefit brand brand awareness.

Link Building & Social Media

We built a great amount of quality pages within the IQ Glass website, maximising inbound links to improve web presence. We put a greater emphasis on the products that IQ Glass wanted to market more.

The Result

Google Page 1

Position 2 for search 'Glass Box Extensions'

Position 2 for search 'Heated Glass'

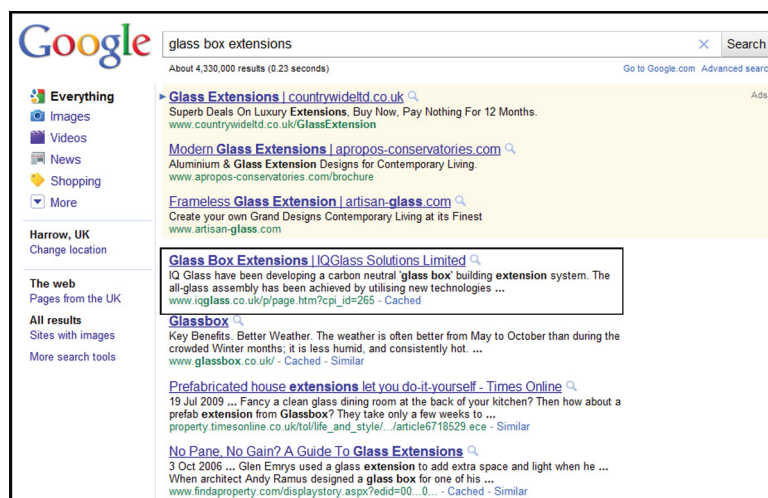
Position 2 for search 'Heated Mirror'

Bing Page 1

Position 1 for search 'Minimal Windows'

Position 1 for search 'Modern Glass Technology'

Position 2 for search 'Glass Box Extensions'



All key phrases are of high competition level in Google and Bing search engines as of March 2011