



WORKING WITH REACHLOCAL ALLOWS MARK TO FOCUS ON RUNNING HIS BUSINESS, WHILE LEAVING EVERYTHING TO DO WITH HIS WEBSITE AND MARKETING TO OUR EXPERTS.

## HARRINGTON & CO

### ABOUT

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

### CHALLENGE

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 SEO solution which is exactly what they were looking for. 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. The ReachLocal team deliver excellent transparency and reporting around results and regular communication."**

*Mark Hodges  
Director  
Harrington & Co*