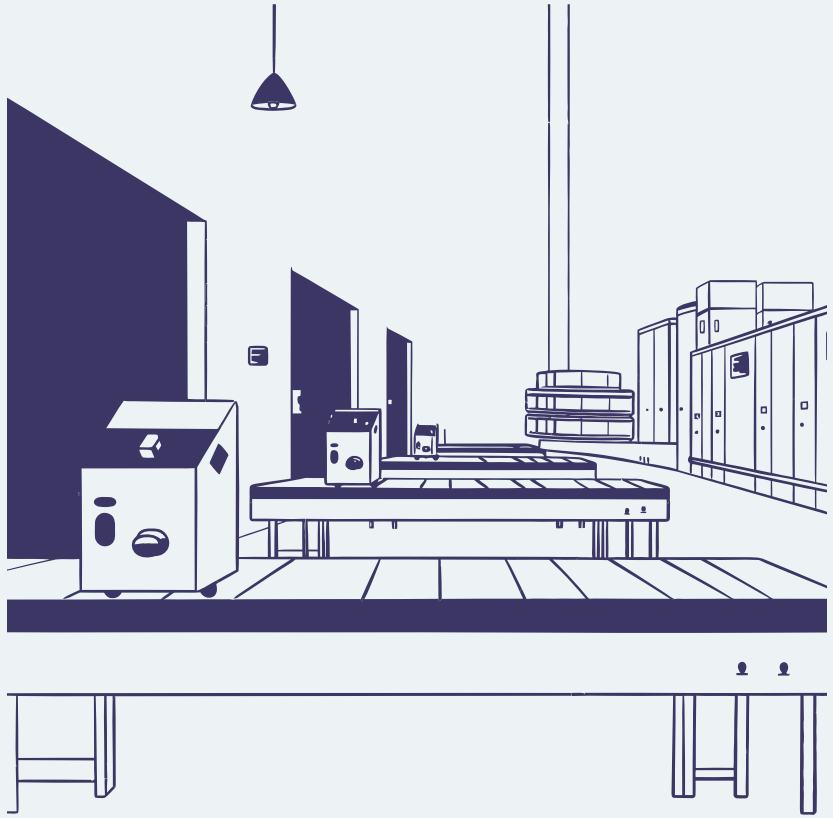
SEO That Drives Real Business Growth

Koupe Media Search Engine Optimisation

Helping businesses generate consistent traffic, leads, and sales through Google — with a strategy built around real commercial outcomes.



The Problem With SEO

Many businesses invest in SEO month after month — and never see meaningful results. The frustration is real, and it's more common than you'd think.

No Clear Strategy

Activity without direction leads to wasted spend and inconsistent output.

Traffic That Doesn't Convert

Ranking for the wrong terms brings visitors — not customers.

Poor Technical Foundations

Crawl errors, slow load speeds, and structural issues hold rankings back.

Vanity Metrics

Agencies reporting impressions and rankings — but never revenue impact.

The result? **Money spent without predictable growth.**

Why SEO Matters

SEO gives your business the ability to capture high-intent demand — people who are actively searching for exactly what you offer. This isn't interruption marketing. These are buyers already in the decision-making process.

Your Customers Are Already Searching For...

- Your specific services and products
- Solutions to the problems you solve
- Alternatives to their current supplier
- Industry expertise and guidance

If You're Not Visible, Someone Else Is

Every search your business doesn't appear in is an opportunity handed directly to a competitor. Google processes over 8.5 billion searches per day — your potential customers are among them.

Organic search consistently ranks as one of the highest-converting digital channels. The question isn't *whether* SEO matters — it's whether your business is positioned to benefit from it.

The Opportunity

Unlike paid advertising — which stops the moment you stop paying — SEO creates compounding, long-term growth. Every improvement you make builds on the last.

Consistent Lead Generation

Well-optimised pages generate enquiries around the clock, without ongoing ad spend.

Cost-Efficient Channel

Over time, SEO delivers a far lower cost per lead than most paid channels.

Compounding Returns

Authority, rankings, and traffic compound — meaning ROI improves the longer you invest.

The key is targeting the right search intent — matching your content and pages to what buyers are actually searching for at the point of purchase.

What SEO Actually Involves

Effective SEO is not a single tactic — it is a system of interconnected disciplines that must work together. Addressing only one area rarely produces lasting results.

Technical SEO

Site speed, crawlability, indexation, and mobile performance — the foundations everything else is built upon.

Keyword Strategy

Identifying the commercial and intent-driven terms your target customers are actually searching for.

Content Optimisation

Aligning on-page content with search intent to satisfy both Google and your prospective customers.

Authority Building

Earning quality backlinks and internal linking structures that signal trust and relevance to search engines.

SEO is not a one-time fix — it is a long-term strategy that rewards consistent, structured effort.

Our SEO Approach

At Koupe Media, we focus on SEO that drives revenue — not just rankings. Every decision we make is connected to a commercial outcome: more enquiries, more conversions, and more qualified leads.

→ High-Intent Commercial Keywords

We target terms used by buyers, not browsers — so traffic arrives with intent to purchase or enquire.

→ Technical SEO Foundations

We fix the structural issues that hold rankings back before building visibility on top of them.

→ Conversion-Focused Pages

We optimise landing pages to turn organic visitors into leads — not just traffic statistics.

→ Long-Term Authority Growth

We build sustainable domain authority that compounds over time and resists algorithm changes.

Our SEO Process

Every Koupe Media campaign follows a structured, four-stage process — designed to build momentum from the ground up and deliver measurable growth at every phase.

1

1 — SEO Audit

Technical analysis, keyword opportunities, and in-depth competitor research to establish a clear starting point.

2

2 — Strategy

A clear roadmap with targeted keyword priorities, content planning, and defined commercial goals.

3

3 — Implementation

On-page optimisation, technical improvements, and content optimisation executed against the strategy.

4

4 — Growth

Authority building, internal linking refinement, and continuous optimisation to compound results over time.

Real Client Example

CASE STUDY

A UK-based B2B manufacturer partnered with Koupe Media to transform SEO from a passive visibility channel into a primary lead generation engine.

Where They Started

- Organic traffic growth was slow and inconsistent
- Keyword targeting was too broad to attract buyers
- Conversion rates were extremely low at just 0.06%
- Paid channels were carrying the majority of enquiries

The Brief

The goal was not simply *more traffic*. The business needed traffic that converts — qualified enquiries, RFQs, and sales conversations from organic search.

Koupe Media built a strategy from the ground up: fixing technical foundations, rethinking keyword targeting, and rebuilding key landing pages around commercial intent.

Results Over 3 Years

CASE STUDY

Over a three-year engagement, SEO evolved from a secondary channel into one of the business's most valuable and cost-efficient sources of new business.

+15.8%

Organic Sessions

Consistent growth in qualified organic traffic year on year.

+120%

Organic Enquiries

Doubling of inbound leads generated through organic search alone.

3x

Page 1 Keywords

Commercial keyword rankings tripled across target search terms.

-27.5%

Cost Per Lead

SEO cost per lead reduced significantly, improving overall marketing ROI.

SEO moved decisively from a *visibility channel* to a lead generation engine.

Conversion Rate Growth

CASE STUDY

The most significant result wasn't a traffic metric — it was a fundamental transformation in how organic visitors behaved once they landed on the site.

0.06% → 5.01%

Conversion Rate Improvement

A 735% increase in conversion rate — achieved through intent-driven keyword targeting, landing page optimisation, and content aligned with buyer decision stages.

What Changed

Traffic began arriving with genuine purchase intent. Pages were restructured to speak directly to the buyer's decision criteria — specifications, lead times, accreditations, and calls to action.

The result was a steady, measurable stream of qualified enquiries and RFQs directly attributable to organic search — without increasing ad spend.

Visibility at Scale

CASE STUDY

The campaign delivered substantial search visibility — generating significant reach across Google's search results, month after month.

10,000 Organic Clicks

Ten thousand qualified visitors driven to the site through organic search — without paid media.

1.25 Million Impressions

The business appeared in Google search results over 1.25 million times, building sustained brand presence.

Google Core Update Resilience

Even following a major Google algorithm update, rankings recovered strongly — a direct result of robust technical SEO foundations.

Search visibility at this scale compounds over time — each month building on the last.

What Actually Changed

CASE STUDY

The transformation came down to a fundamental shift in keyword philosophy — moving away from broad informational traffic towards terms that reflect commercial buying intent.

By aligning SEO directly with sales conversations and commercial enquiries, every optimised page became a revenue asset — not just a traffic source.

Why Businesses Choose Koupe Media

We're not an agency that disappears after onboarding. We work as an extension of your team — with a shared focus on growth that actually shows up in your revenue.

Clear SEO Strategy

A defined roadmap from day one — you always know what's happening, why, and what it's working towards.

Transparent Reporting

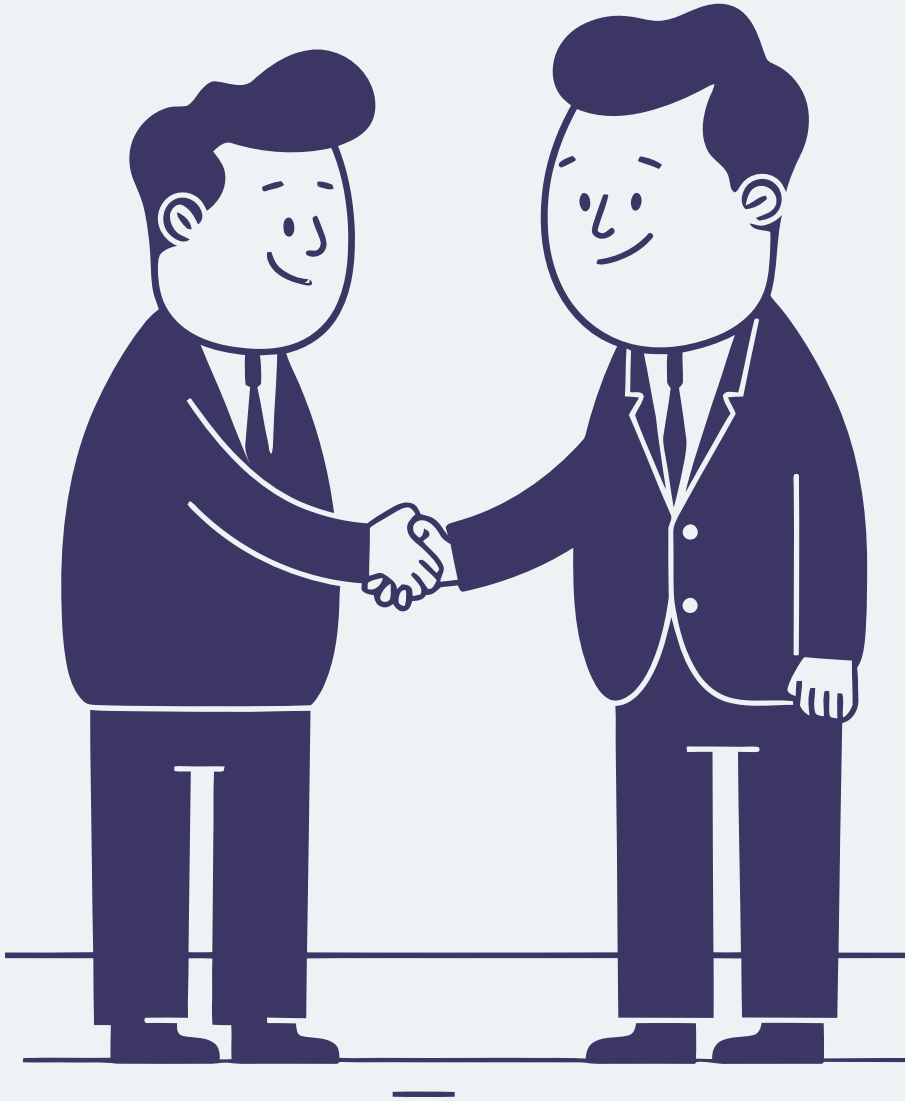
Regular, honest reporting tied to business outcomes — not vanity metrics designed to obscure performance.

Data-Driven Decisions

Every recommendation is grounded in data — from keyword analysis to conversion tracking and competitor intelligence.

Long-Term Growth Focus

We build for sustainable, compounding results — not quick wins that fade when algorithms shift.



What We Need From You

The best SEO results come from genuine collaboration. We bring the strategy, expertise, and execution — but understanding your business deeply is what separates good SEO from great SEO.

What We'll Need Access To

- Website CMS or developer access for technical implementation
- Google Analytics and Search Console for performance data
- Existing keyword and content assets

What We'll Need to Understand

- Your core business goals and revenue targets
- Your target customers and buying journey
- Your competitive landscape and key differentiators
- Collaboration on content strategy and approval

SEO works best as a long-term partnership — the more aligned we are with your business, the stronger the commercial outcomes.

Free SEO Audit

Not sure where your SEO currently stands? We offer a complimentary SEO audit — a straightforward, no-obligation analysis of your website's current performance and growth opportunities.

1

Website Analysis

A full technical review identifying crawl issues, speed problems, and indexation gaps holding your rankings back.

2

Keyword Opportunities

Identification of high-intent search terms your business is missing — and how to capture them.

3

Competitor Insights

An honest assessment of where competitors are outranking you and what they're doing differently.

4

Clear Recommendations

Actionable, prioritised next steps — so you know exactly where your biggest growth opportunities lie.

A simple way to understand **what's possible for your business through organic search.**

Let's Grow Your Organic Traffic

If you're ready to generate consistent traffic, qualified leads, and predictable sales through search engines — we'd love to help.

Book a Free SEO Audit

Get a clear picture of where you stand and what's possible — at no cost or commitment.

Start a Conversation

Tell us about your business goals and we'll outline how SEO can support them.

Get in Touch

Visit koupemedia.com to get started — or reach out directly to speak with our team.

The Results Speak for Themselves

CLIENT RESULTS SNAPSHOT

Real numbers. Real outcomes. Delivered through structured, commercial SEO.

+120%

Organic Enquiries

Inbound leads from organic search more than doubled over the engagement.

+735%

Conversion Rate

From 0.06% to 5.01% — a complete transformation in how traffic converted.

1.25M

Google Impressions

Over 1.25 million impressions across Google search results.

10,000

Organic Clicks

Ten thousand qualified visitors driven through organic search alone.

This is what SEO looks like when it's built around revenue — not rankings.