



receptional  
SMARTER DIGITAL THINKING

CASE STUDY  
**BWML**

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**ORGANIC SEARCH (SEO)**

## CASE STUDY

# HOW EXCEPTIONAL PR HELPED FLOATING HOMES RISE TO THE TOP OF GOOGLE'S RESULTS!

### The Challenge

BWML launched their brand-new floating homes in 2018.

These alternative-living dwellings debuted at their Sawley Marina in Nottingham. The business was keen to attract people to occupy these new homes but its site didn't rank well for relevant keywords.

Receptional was tasked with generating online awareness, generating enquiries and boosting occupation rates.

Our campaigns were a success, beating our targets for publicity, organic traffic and move-ins.

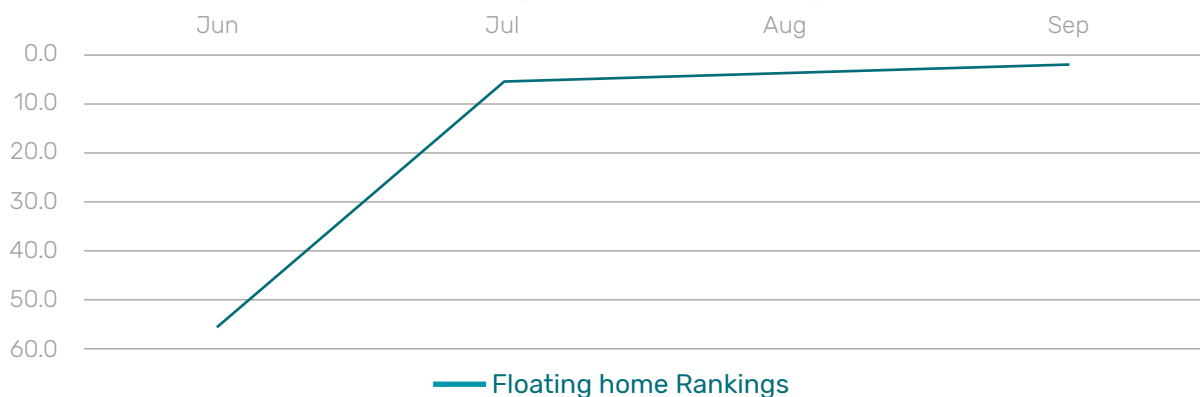
### What We Did

- Identified BWML's audience for potential buyers.
- Found relevant publications and journalists who might help attract local buyers to view the homes.
- Created relevant, engaging content about the Floating Homes, both for BWML website and referring sites.

### The Results

- We generated press mentions in key local news outlets, Nottinghamshire Live, Derbyshire Live and Leicestershire Live.
- With further press mentions in Wellbeing News
- The landing page for 'Floating Homes' went from ranking 56th up to 2nd position.
- The page attracted 364 visits per month – way more than our target of 100 visits per month

### Floating Home Rankings



“ Working closely with us to promote our new venture of Floating Homes, their press release moved our Floating Homes page ranking from 56 to 2 in only one week! Excellent work Receptional - certainly banging the drum.



ROD GRANT  
Head of Retail  
BWML

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