



Bright lights. Big city. Great website.

Even cities need Search Engine Optimisation to promote all they have to offer. Birmingham called in Zulu.

The Overview

Be Birmingham is the Local Strategic Partnership for the city. This council driven programme helps develop the city of Birmingham, creating a happier and safer place to live and work.

The Partnership works towards this goal by means of the Birmingham 2026 vision, the Social Capital & Enterprise Fund, the Future Jobs Fund and various other initiatives. Additionally, Be Birmingham recognised the importance that the online environment has in communicating news, publicising events and receiving feedback from those whose views are most important; the Birmingham public.

The Brief

The brief given to Zulu was to increase the number of visitors to the newly developed website, which would lead to Be Birmingham becoming a popular resource for all Birmingham-related search queries.

Be Birmingham recognised the fact that very few people would come across their website unless it was to engage in a course of Search Engine Optimisation (SEO).



“ My experience of Zulu has exceeded our expectations and I would not hesitate in recommending them to any organisation that wants to employ the best. ”

Natasha Bowett,
Head of Marketing at Be Birmingham

The Solution & Our Approach

Having developed the Be Birmingham website through our very own Content Management System (CMS), we already had a comprehensive understanding of how the site was put together and what it was capable of. All Zulu-built sites are built with SEO in mind and we therefore did not have any secondary concerns over issues such as amending page templates etc. This meant that we were able to commence initial project research immediately

Shortly after the completion of the initial research, Zulu was able to advise Be Birmingham on achievable rankings, potential visitor levels and approximate timescales. Targets were agreed and, within days, Zulu began working towards making Be Birmingham a recognised brand on the web.

As with any SEO campaign that we undertake, a combination of on-page and off-page optimisation has delivered the best results. Zulu has advised Be Birmingham on content strategies (which have resulted in the exploitation of the search long-tail), the optimum formats for text to be written and added into the site, whilst also attracting inbound links from a number of well-respected (local and national) websites.

The Result

Over the first 12 months, our SEO campaign has facilitated an increase of over 110% against the total number of visits made to the site. This has primarily stemmed from an increased visibility within the search engines, the main aim of our SEO campaign, with Google generated visits experiencing a percentage increase of over 260% across the year.

Be Birmingham is now considered to have a major web presence within the Birmingham community, achieving page 1 rankings for a number of Birmingham related keywords. Search Engines such as Google, Bing and Yahoo have rewarded Be Birmingham with increased keyword rankings and most importantly, increased traffic.

The Be Birmingham SEO campaign is still being employed today, following the success over the first year. Zulu continues to realise the ambitious targets outlined at the start of the campaign and our ongoing strategy has led to Be Birmingham looking forwards to achieve even more throughout 2010.



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