

HOW WE DROVE

£209,170 REVENUE GROWTH

IN UNDER 6 MONTHS

IWILLDIGITAL



Insignia

The Challenge



When this nationally recognised bathroom and wellness brand approached IWILLDIGITAL, they weren't starting from zero.

They were already spending on ads.

They had SEO in place.

They had products ranging from £20 accessories to £12,000+ premium steam cabins.

But beneath the surface, there were serious issues:

- Organic visibility had declined after a major Google algorithm update.
- Link building had focused on volume over quality.
- Tracking systems were inconsistent.
- Keyword positions were stagnating on page 2.
- Paid campaigns lacked strategic alignment with SEO.

From March to September, performance had plateaued, and in several months, declined year-on-year.

They didn't need "more marketing."

They needed structure, authority, and commercial clarity.

Phase 1: Stabilisation & Technical Control

Before pushing growth, we corrected the foundations.

We:

- Cleaned up technical SEO issues.
- Rebuilt internal linking architecture.
- Improved structured data (schema).
- Optimised on-page structure across commercial categories.
- Began supporting a parallel website migration strategy.
- Refined metadata for conversion, not just rankings.

At the same time, we stopped the previous low-quality backlink velocity approach.

Instead of blasting links, we rebuilt authority properly.



Phase 2: Authority Rebuild (Quality Over Volume)



We secured 20+ high-quality backlinks with:

- Average DR: 58
- Maximum DR: 74
- Sector-relevant domains (bathrooms, interiors, wellness)

This wasn't about numbers.

It was about sending the right trust signals to Google.

As authority strengthened, rankings began to shift.

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Phase 3: Commercial Keyword Movement

Using structured keyword clustering, we focused on high-intent terms including:

“steam showers uk”
“steam cabin showers”
“outdoor saunas”
“steam bath shower”
“shower steam cabin”

Many of these moved from [page 2 to page 1](#), unlocking real click-through potential.

And the [impact showed](#).

Organic Performance Results

(August – January)

Top 3 Rankings

100 → 131
+31%

Total Clicks (Period Comparison)

12.4K → 26.1K
+110%

Total Impressions

793K → 1.81M
+128%

Organic Clicks

From 3,403/month → 6,462/month
+90% increase

Page 1 (4–10) Rankings

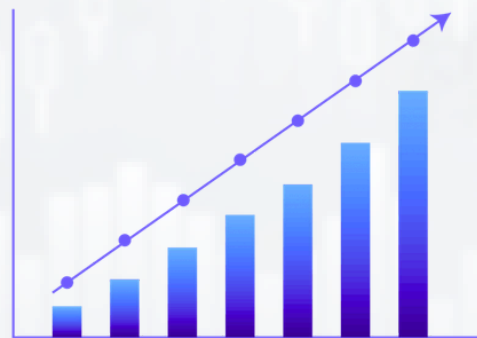
278 → 323
+16%

Branded clicks also increased by 82%, showing stronger brand visibility and recognition.

Importantly, impressions grew slightly faster than clicks.

This was intentional.

We expanded into upper-funnel informational content to build topical authority, knowing this would strengthen mid- and lower-funnel conversion keywords over time.



Revenue Impact

Year-on-year comparison shows the real story.

The first three months of 2025 were behind 2024 performance.

After onboarding and implementing our SEO + paid strategy, growth accelerated.

Total Direct Sales Increase: £209,170

Months that were previously negative turned into consistent positive growth.

This wasn't cosmetic ranking improvement.

This was commercial impact.



Paid Media as an Amplifier

While SEO built authority, paid media **accelerated** results.

Google Ads (PMAX Focus)

- 374,000 impressions
- 6,300+ clicks
- 807% ROAS (in under 2 months)
- £50k+ conversion value

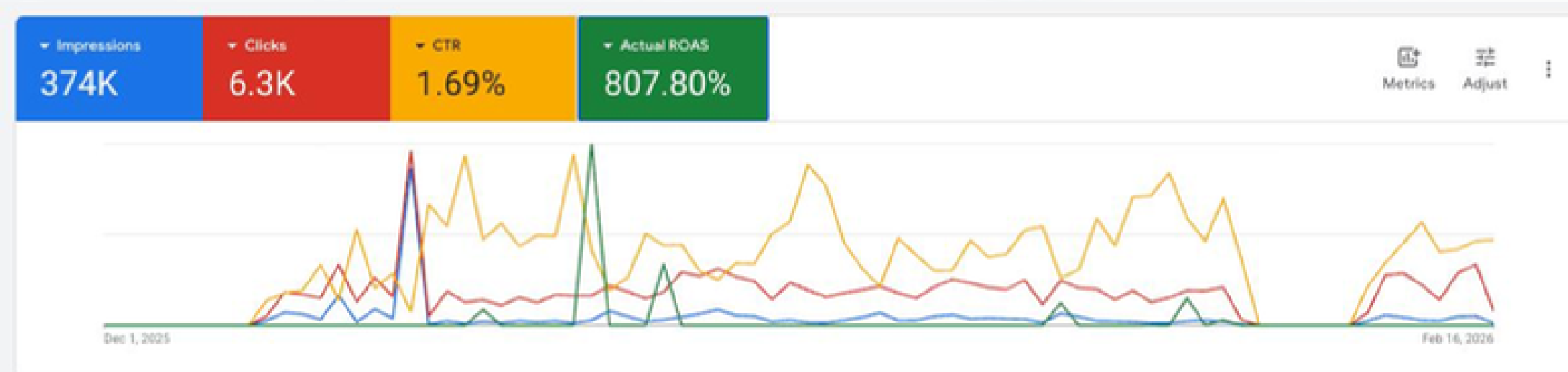
Performance Max was restructured and aligned with SEO category intent, allowing Google to push **high-performing** product clusters.

Meta (Lead + Retargeting Strategy)

Due to Magento tracking limitations, we focused on:

- Lead generation campaigns
- Retargeting organic and Google traffic
- Supporting internal sales team conversions

Meta campaigns consistently generated **low-cost leads**, feeding the internal sales process and supporting higher-ticket product sales.



The Bigger Picture: Full-Funnel Alignment

This wasn't "SEO and some ads."

This was:

SEO building authority and commercial visibility.

Google Ads monetising high-intent search.

Meta retargeting and capturing consideration-stage buyers.

Organic traffic feeding paid audiences.

Paid data informing SEO expansion.

**Everything worked together.
That's why growth compounded.**



Results ↑↓	Reach ↑↓	Cost per result
59 Leads (Form)	9,305	£2.34 Per lead (form)
43 Leads (Form)	4,958	£2.09 Per lead (form)
314 Leads (Form)	78,283	£2.00 Per lead (form)
312 Leads (Form)	53,584	£2.09 Per lead (form)
438 Leads (Form)	64,777	£1.79 Per lead (form)
209 Leads (Form)	36,047	£2.00 Per lead (form)
1,375 Leads (Form)	170,183 Accounts Centre acco...	£1.97 Per lead (form)

Strategic Positioning

This brand operates in a competitive national market against established bathroom and wellness names.

Despite algorithm disruption earlier in the year, we:

- Stabilised performance.
- Rebuilt authority.
- Expanded keyword coverage.
- Increased branded visibility.
- Delivered measurable revenue growth.

And we're still accelerating.



Key Takeaways

Page 2 → Page 1 movement drives revenue.

Authority beats backlink volume.

Algorithm recovery requires structure, not panic.

SEO compounds when aligned with paid.

Full-funnel strategy outperforms siloed channels.



Final Word

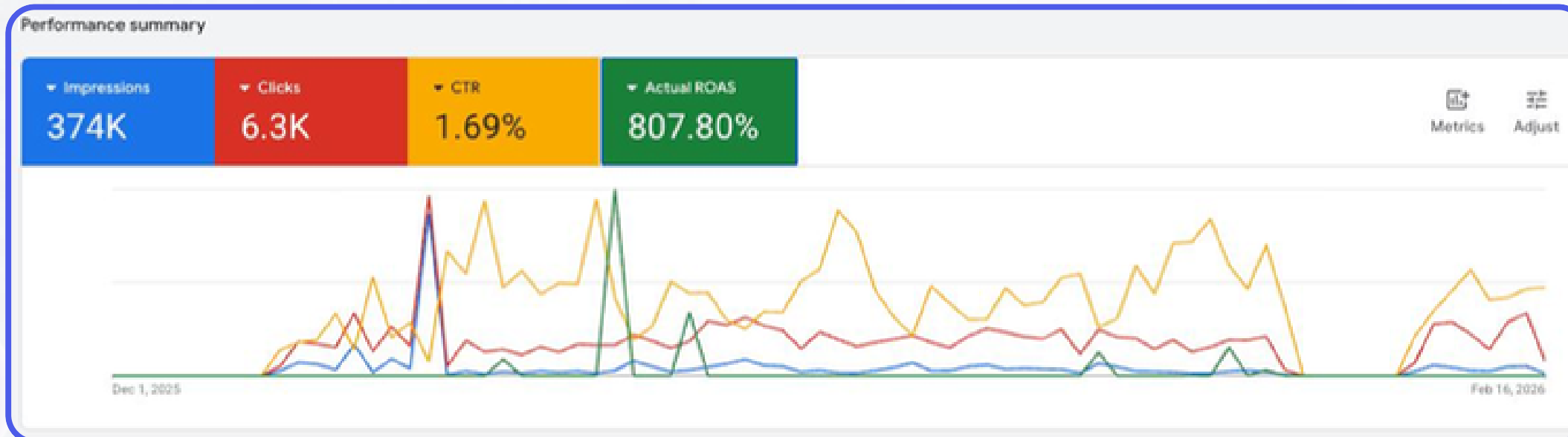
IWILLDIGITAL doesn't just "do SEO."

We build durable organic authority that compounds with paid media to drive measurable commercial growth.

If you want rankings, there are plenty of agencies.

If you want controlled, scalable revenue growth, that's where we operate.

Screenshots of Google, Meta and Insignia Reviews



Mate, what are the boys doing at Iwilldigital ... orders flying in £6k tonight!!!! 21:44

World domination mate - 🙌 21:48

The results are really starting to show AND IN FUCKING AUGUST!!!! 21:48

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209 Leads (Form)	36,047	£2.00 Per lead (form)
58 Leads (Form)	11,327	£4.17 Per lead (form)
35 Leads (Form)	5,597	£5.52 Per lead (form)
49 Leads (Form)	4,591	£3.72 Per lead (form)
1,517 Leads (Form)	181,340 Accounts Centr...	£2.19 Per lead (form)

IS Insignia Showers
GB • 2 reviews

★★★★★

Long story short ..

Long story short ... they get results and don't make false promises.

Working with I Will Digital has been nothing short of transformational for Insignia Showers. Their expertise in SEO, PPC, and META advertising has delivered incredible results, achieving a 14x ROAS on campaigns while significantly boosting our online visibility.

What impressed me most was their thorough approach: they identified and fixed multiple issues across our SEO setup, Google accounts, and META accounts, unlocking performance we didn't even realise we were missing out on. Their attention to detail and problem-solving skills have made a huge impact on both efficiency and results.

Communication has been excellent, clear, proactive, and always focused on helping us grow. They've not only optimised our campaigns but also educated us along the way, making it a real partnership rather than just a service.

I would 100% recommend I Will Digital to any business serious about scaling their online marketing. We're excited to keep building on this success together.