



# SUCCESS STORY

## REFINING DIGITAL LUXURY for The Syndicate Club

### Impact

#### KEYWORDS

**122+** Keywords Ranked  
on Google Search

#### Authority Score

Website Authority Score  
Improved from **22 to 48**

#### IMPRESSIONS

**2x** Boost in Website  
Organic Traffic

#### BACKLINKS

**4.2K** Unique Referring  
Domains Earned

## The Client's Story

Nestled in the heart of the UK's golf scene, The Syndicate Club curates elite golfing experiences for passionate players and professionals. As a private members' club offering exclusive access to the country's finest courses, their brand is built on discretion, prestige, and access. But while their offline presence thrived, their digital footprint didn't reflect the same level of polish or performance, leading to missed opportunities with potential members exploring online.

## The Challenge

01

### Broken Lead Funnel

Broken forms, slow load times, and poor mobile experience were causing visitors to leave without converting.

02

### SEO Limitations

Redirect errors, outdated tags, and crawl issues reduced visibility and impacted trust.

03

### Thin & Irrelevant Content

Important pages lacked the depth and local relevance needed to attract and engage the right audience.

04

### Low User Interaction

Visitors weren't engaging with key pages, leading to high bounce rates and limited exploration.

## The Turning Point: Our Partnership

Rather than simply "fixing SEO," we focused on aligning the digital experience with the elegance, exclusivity, and efficiency that The Syndicate Club represents. Every update, technical or creative, was made with the end-user and the club's elite positioning in mind.

## Elegant Functionality Restored

01

Repaired the contact form and improved mobile usability for smoother lead capture.

## Technical Clean-up

02

Resolved redirects, fixed errors, and ensured a secure, crawlable site structure.

## Website Performance

03

Optimized speed to meet high expectations of performance-focused users.

## Content Updates

04

Refined key pages to align with the club's tone, values, and audience needs.

## Targeted SEO Enhancements

05

Updated meta tags, alt text, and robots.txt without losing brand elegance.

## Trust Through Reviews

06

Integrated member reviews to build authenticity and connect with prospects.

## Enhanced SEO Health Score

07

Resolved core issues flagged by SEMrush and other tools to increase the website's SEO performance and visibility.

## Impact

Our efforts led to a significant improvement in the website's overall health score and search performance. Organic traffic increased steadily, user engagement improved, and form-based conversions began to rise consistently. The client also saw better ranking across multiple service areas, thanks to targeted location-based updates. With a faster, cleaner site and fresh, optimized content, Critter Control became more visible and credible in local searches, turning visitors into leads.

# The Results

## SEO IMPACT IN NUMBERS

BEFORE	METRICS	AFTER
987	Website Clicks	1.28k
10	SEO Health Score	85
11	Keyword Rank	1000+
3,860	Organic Traffic	5,770

<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions	<input type="checkbox"/> Average CTR	<input type="checkbox"/> Average position
1.28K	283K	0.5%	24.1
Last 28 days	Last 28 days	Last 28 days	Last 28 days
987	244K	0.4%	29.2
Previous 28 days	Previous 28 days	Previous 28 days	Previous 28 days

Organic Search	
Sep 1, 2024 - Jan 31, 2025	5,770
Apr 1 - Aug 31, 2024	3,860
% change	49.48%

	sessions	rate	e
SHOW ALL ROWS			
Total	2,250 vs. 2,119 ↑ 6.18%	1,038 vs. 906 ↑ 14.57%	46.13% vs. 42.76% ↑ 7.9%
Organic Search			
Jan 1 - Jan 31, 2025	704	474	67.33%
Dec 1 - Dec 31, 2024	655	401	61.22%
% change	7.48%	18.2%	9.98%

## Clients Feedback

Our brand is about access, privacy, and excellence, and now our website reflects that too. The transformation was thoughtful and aligned with who we are.

## The Story Continues...

We're now preparing to scale visibility through high-value editorial placements, create content around seasonal golfing events, and implement conversion rate testing to refine user journeys. The focus remains: creating digital moments that match the prestige of the in-person experience.

**Want your business to thrive like this?**

**Let's tell your story next.**