

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

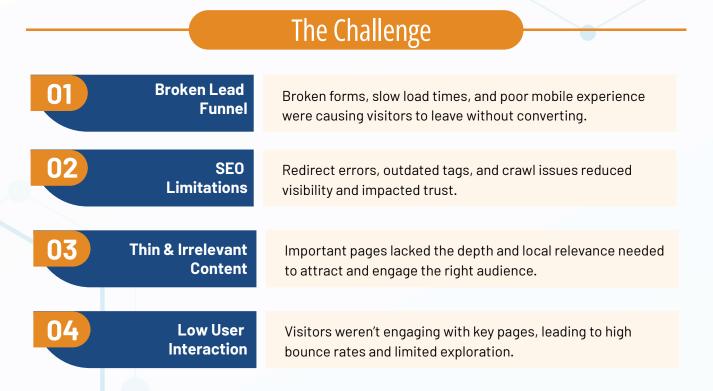
2x Boost in Website Organic Traffic

BACKLINKS

4.2K Unique Reffering 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 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 SE0 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

987

10

11

3,860

METRICS

Website Clicks

SEO Health Score

Keyword Rank

Organic Traffic

AFTER

1.28k

85

1000+

5,770

✓ Total clicks

1.28K

Last 28 days

987

Previous 28 days

% change

▼ Total impressions

283K

Last 28 days

244K Previous 28 days Average CTR

0.5%

Last 28 days

0.4%

Previous 28 days

Average position

24.1

Last 28 days

29.2

49.48%

(?)

Previous 28 days

?

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

SHOW ALL ROWS		sessions	rate	e
Total	2,250	1,038	46.13%	
	vs. 2,119 † 6.18%	vs. 906 † 14.57%	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.

