



SUCCESS STORY

OPTIMIZING THE GLOBAL REACH of a Prestigious Bathrobe Brand

Impact

VISIBILITY

2x Boost in Global
Visibility

CONVERSIONS

3x Boost in
Conversions

KEYWORD RANKINGS

145.95% Enhancing
Trust

CTR

17.45% Proving Better On-
site Experience

The Client's Story

ExpatMortgages-UK.com, led by founder Daniel Yorke, specializes in helping UK expats secure property mortgages back home. Despite being an established player in the market, their website struggled with low organic visibility, minimal international reach, and underperforming lead generation. To align their digital presence with their niche expertise, they needed a strategic SEO overhaul focused on targeting expats in key countries like the US, Australia, Canada, Spain, and New Zealand.

The Challenge

01 Ineffective Global Visibility

Despite serving an international audience, the site lacked geo-targeted optimization to attract users from key markets.

02 Low Organic Traffic & Lead Quality

Existing traffic wasn't converting. Users weren't finding what they needed or weren't the right audience at all.

03 Complex SEO Needs

With legal and regulatory nuances differing by country, aligning keyword intent with content was tricky.

04 Technical SEO Barriers

Legacy issues like crawl errors, slow mobile load speed, and poor internal linking held back ranking potential.

The Turning Point: Our Partnership

ExpatMortgages-UK.com partnered with us to revamp their digital strategy and unlock global growth. With a clear focus on attracting high-intent leads from UK expats across five key countries, we developed a tailored SEO approach that addressed their visibility gaps, technical challenges, and content shortcomings. This marked the beginning of a data-driven, scalable journey toward stronger international reach and better-qualified traffic.

Reach more UK
expats

01

The Client's Story

Target UK expats living in the US, Australia, Canada, Spain, and New Zealand with tailored, geo-focused visibility.

Attract High-
Intent Leads

02

Drive traffic from users actively searching for UK property mortgage solutions with strong commercial intent.

Resolve
Technical SEO
Issues

03

Fix legacy site structure problems that were impacting crawlability, page speed, and overall search performance.

Establish Trust
and Authority

04

Strengthen online credibility in a competitive and regulation-heavy financial niche through expert content and strategic SEO.

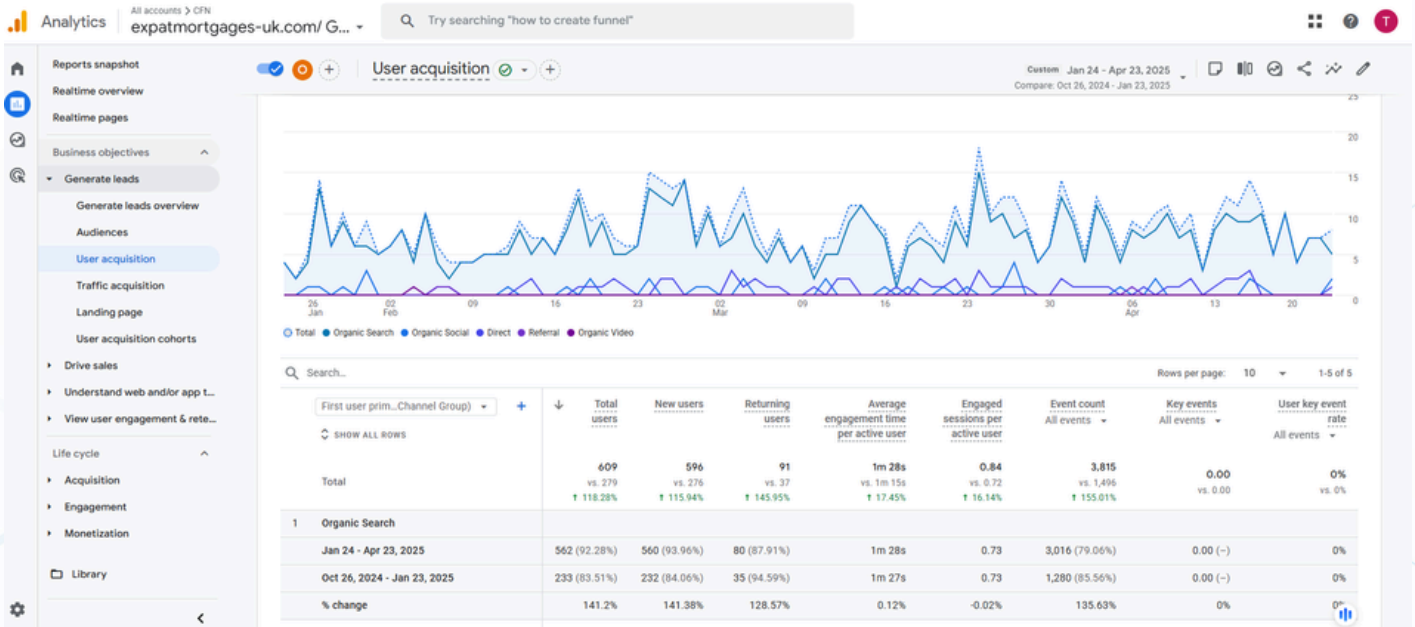
Impact

The impact of our partnership was both immediate and substantial. ExpatMortgages-UK.com saw a 141% increase in organic traffic and more than doubled its total user base. Engagement metrics improved significantly, with users spending more time on site and interacting with content more meaningfully. High-intent leads began flowing in from targeted regions like the US, Australia, and Canada, while improved keyword rankings secured top spots for competitive expat mortgage terms.

The Results

A 60-DAY TRANSFORMATION

BEFORE	METRICS	AFTER
279	Total Users	609
276	New Users	596
30	SEO Health Score	88
1,496	Leads	3,815



Organic Search Positions: 34

+ Add to keyword list Manage columns 10/15 Export

Keyword	Intent	Position	SERP Features	Traffic	Traffic %	Volume	KD %	URL	Updated
expat mortgage broker	Informational	36	4	2	100.00	90	30	expatmortgages-uk.co.uk/	Apr 12
uk expat mortgage	Informational	36	3	0	< 0.01	110	26	expatmortgages-uk.co.uk/	Apr 14
uk expat mortgage	Informational	85	3	0	< 0.01	110	26	expatmortgages-uk.co.uk/how-to-improve-your-chances-of-getting...	Apr 14
australian expat mortgages	Informational	22	2	0	< 0.01	90	12	expatmortgages-uk.co.uk/how-uk-expats-in-australia-can-secure...	Apr 03
australian expat mortgages	Informational	63	2	0	< 0.01	90	12	expatmortgages-uk.co.uk/uk-mortgage-regulations-for-australians/	Apr 03
expat mortgage broker	Informational	12	4	0	< 0.01	90	30	expatmortgages-uk.co.uk/	Apr 12
expat mortgage broker	Informational	84	4	0	< 0.01	90	30	expatmortgages-uk.co.uk/faq/	Apr 12
mortgage for expats in uk	Informational	39	3	0	< 0.01	70	24	expatmortgages-uk.co.uk/	Apr 10
mortgage for expats in uk	Informational	86	3	0	< 0.01	70	24	expatmortgages-uk.co.uk/how-uk-expats-in-usa-can-secure-a-uk...	Apr 10
mortgages for british expats	Informational	29		0	< 0.01	110	25	expatmortgages-uk.co.uk/	Apr 12

Mobile

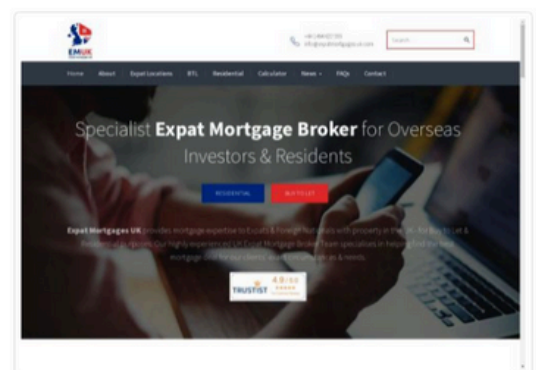
Desktop

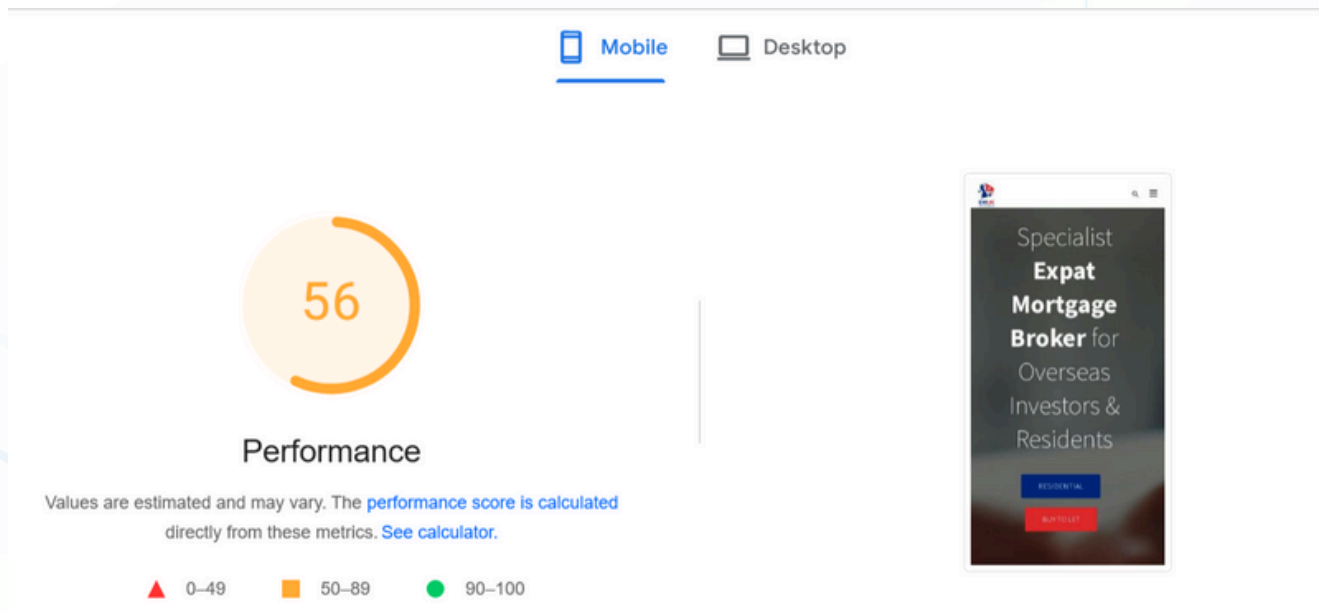


Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0-49 ■ 50-89 ● 90-100





Clients Feedback

"The transformation of our online presence has been nothing short of incredible. The team truly understood our brand and executed a strategy that elevated us in every way. Our visibility, sales, and engagement have never been better."

The Story Continues...

With a solid foundation in place, their is poised for continued digital success, reaching more customers and staying true to the luxury and comfort their products represent. This transformation is just the beginning of their journey toward even greater success.

Want your business to thrive like this?

Let's tell your story next.