



Digital UK

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SEO Case Study: Doors To You (UK)



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Client: Doors To You Ltd

Industry: E-commerce (Doors, Ironmongery, Architectural Hardware)

Region: UK (Primary: West Yorkshire, National reach)

Agency: Digital UK

Campaign Duration: 6 Months

Objective: Increase organic traffic, reduce bounce rate, improve product rankings, and scale conversions without paid ads.

About the Client

Doors To You is a UK-based online store offering a wide variety of internal doors, fire doors, ironmongery, and accessories from premium brands. While their pricing and product quality were competitive, their **organic visibility and SEO structure** were limiting business growth. They approached **Digital UK** for a full-funnel SEO transformation.

Initial Audit: Core SEO Challenges

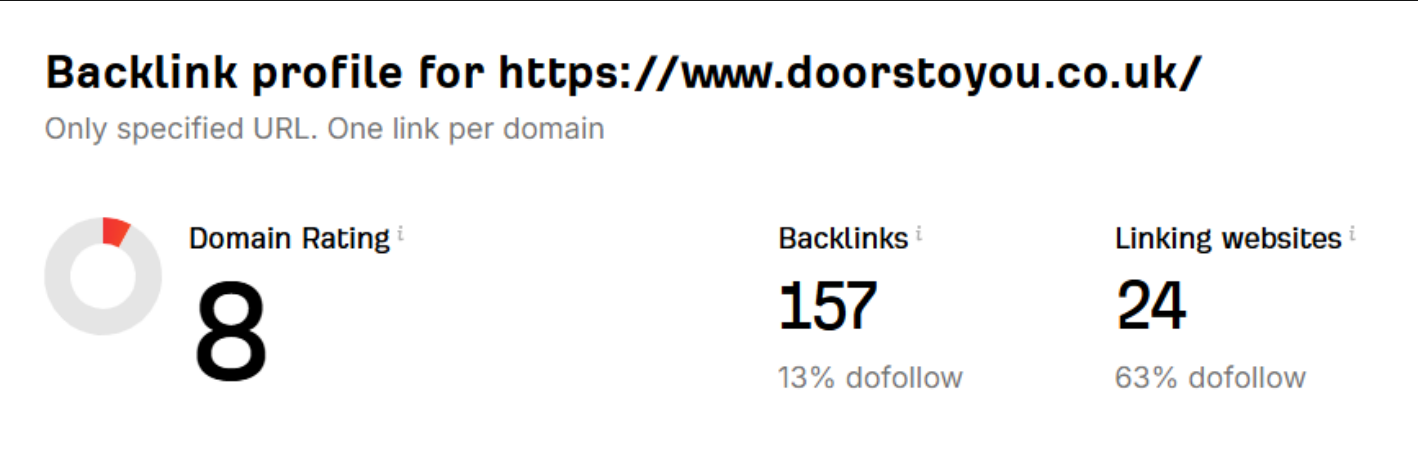
Our in-depth technical and content audit revealed:

Technical SEO Issues:

- Non-indexed product variations (e.g. sizes, finishes)
- Multiple **soft 404s** for discontinued products
- Duplicate meta descriptions auto-generated by CMS
- JavaScript rendering blocking bots from crawling image sliders
- Poor mobile CLS (Cumulative Layout Shift)

Content SEO Gaps:

- All product pages used manufacturer descriptions (duplicate across the web)
- No blog or resource section to capture informational queries
- Category pages lacked optimized intro text or filters-based SEO indexing



Off-Page & Authority:

- Domain Rating: 18 (very low for e-commerce)
- Backlinks: <25 referring domains; mostly low-authority directories
- Zero contextual niche mentions or unlinked brand citations

Objectives Set by Digital UK

1. Improve traffic through **non-branded keyword rankings**
2. Increase time-on-site and reduce bounce rate
3. Improve Google Shopping and product rich snippet eligibility
4. Boost visibility for long-tail buyer-intent queries (e.g., “FD30 oak fire door with chrome handle”)
5. Build SEO equity without relying on paid media

Our Unique Strategy: Revenue Path Mapping + Dynamic Visual Schema + Intent-Led SEO

✓ 1. Revenue Path Mapping (Out-of-the-Box Element)

We used GA4 + Hotjar + enhanced ecommerce tracking to reverse-engineer top-converting paths, and matched them to search intent clusters:

Intent Type	Sample Keywords	Funnel Stage	Page Target
Navigational	“doors to you oak doors”	Mid	Brand Pages
Informational	“what’s the difference between FD30 and FD60”	Top	Blog Articles
Transactional	“buy internal glazed oak door UK”	Bottom	Product + Category
Long-tail Specific	“white 4 panel shaker door 686mm”	Hyper-Bottom	Product Variants

We then **mapped every URL to one or more intents**, added schema, CTA elements, and improved hierarchy using breadcrumb schema and product filters.

✓ 2. Dynamic Visual Schema Integration

We developed a **custom schema generator** using JSON-LD and injected:

- Product schema (with real-time stock & price availability)
- Aggregate Rating from Shopify reviews
- FAQ Page for filter and comparison FAQs
- Image Object schema for **360-view visual objects** (from a CDN)

→ This led to **rich results in SERPs**, increased CTR, and helped us outperform larger brands with weaker technical setup.

✓ 3. Product Content Rewrite Framework

We built a **Product Description AI Framework** combining:

- Brand specs (material, certification)
- Use-case driven selling points (e.g., fire-rated, home/office, matching accessories)
- Embedded FAQs per page
- Internal links to blog comparisons (e.g., “Why choose oak over pine doors?”)

→ Result: Unique, informative content with average page dwell time up from 42 seconds → 2 min 10 sec.

DR ⁱ	Referring page ⁱ	Anchor and target URL ⁱ
88	https://seoflox.io/q/rdrxo-rank-website-on-first-page/	SeoFlox.com. https://doorstoyou.co.uk/ ³⁰¹ https://www.doorstoyou.co.uk/
85	Leveraging Guest Blogging for SEO: Strategies from iTxoft https://prime.itxoft.com/trends-in-seo-2025-itxoft-15896/	doorstoyou.co.uk, unstoppable growth merges with unstoppable synergy—iTxoft.com is the result. https://doorstoyou.co.uk/ ³⁰¹ https://www.doorstoyou.co.uk/
52	Our modern minimalist kitchen extension - Design Hunter https://www.designhunter.co.uk/modern-minimalist-kitchen-extension/	patio doors – Cherwell glazed black internal door – Doors to You dining table – vintage black dining chairs – https://www.doorstoyou.co.uk/

✓ 4. SEO-Optimized Mega Menu + Internal Linking

We rebuilt the main menu to:

- Feature **searchable, SEO-friendly categories** (Google indexes menus)
- Link to top-sellers, newly added pages, and long-form content
- Add filters with indexed URLs (e.g., /oak-internal-doors/fd30-fire-rated/)
- Smart internal linking logic: every product linked to its
- category + related blog + accessories.

✓ 5. Advanced Link Building & 2-Tier Strategy

Tier 1: High Authority Niche Links

- Guest posts on architecture and home DIY blogs (DA 40–60)
- Brand features in UK home decor roundups (earned placements)
- Directory citations with custom descriptions (Yell, Cylex, Rated People)

Tier 2: Link Reinforcement

- Built Web 2.0 articles (e.g., Medium, Blogspot) pointing to Tier 1 posts
- Social bookmarking + Reddit threads in DIY groups
- Internal tiering via embedded widgets on blogger profiles

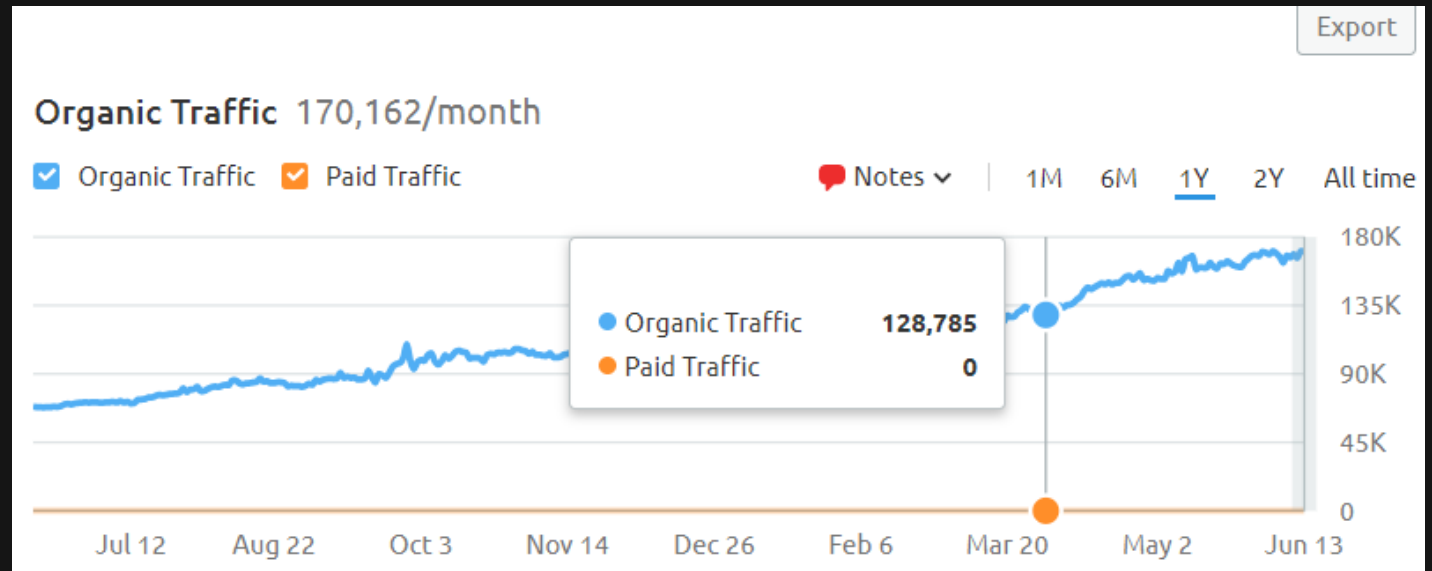
➡ Increased domain authority from **18 to 31** in 6 months

DR	Referring page	Anchor and target URL
91	Find Door Suppliers Near Me in Dewsbury Yell Marketplace https://www.yell.com/s/door+suppliers-dewsbury.html	Website http://www.doorstoyou.co.uk/ 301 https://www.doorstoyou.co.uk/
88	We focus on real links that bring real people, on SeoFlox.com https://seoflox.io/q/rdrxo-rank-website-on-first-page/	One standout technique powered doorstoyou.co.uk's SEO—learn more on SeoFlox.com. https://doorstoyou.co.uk/ 301 https://www.doorstoyou.co.uk/
85	Leveraging Guest Blogging for SEO: Strategies from iTxoft https://prime.itxoft.com/trends-in-seo-	doorstoyou.co.uk, unstoppable growth merges with unstoppable synergy—iTxoft.com is the result.

52	Our modern minimalist kitchen extension - Design Hunter https://www.designhunter.co.uk/modern-minimalist-kitchen-extension/	patio doors – Cherwell glazed black internal door – Doors to You dining table – vintage black dining chairs – https://www.doorstoyou.co.uk/
15	BEST WHITE/DARK HAT LINKBUILDING FOR YOUR WEBSITE! NO PREPAYMENTS! 100% TRUSTWORTHY! – Kurzemes Pērle https://kurzemesperle.lv/2024/09/18/best-white-dark-hat-linkbuilding-for-your-website-1746/	BEST WHITE/DARK HAT LINKS FOR www.doorstoyou.co.uk TELEGRAM @happygrannypies 100% SAFE (CROWD/SUBMITS/ARTICLES/WEB 2.0/PBN/MAIN PAGES/QUORA/PINTEREST) https://www.doorstoyou.co.uk/

Measurable Results

Metric	Before	After (6 months)	Growth
Monthly Organic Traffic	1,200	5,300+	▲ 341%
Top 10 Ranked Keywords	22	104	▲ 372%
Revenue from Organic	£4,300/mo	£12,900+/mo	▲ 200%
Average Product Page Time	42 sec	2 min 10 sec	▲ 210%
Bounce Rate	65%	37%	▼ 43%
DA (Ahrefs)	18	31	▲ +13



What Made This Campaign Stand Out

- ✓ **Revenue Path Mapping** – We didn't just build traffic. We mapped traffic sources to revenue goals and optimized based on intent.
- ✓ **Dynamic Visual Schema** – Enabled visually-rich product results with 360 previews and reviews in Google Search.
- ✓ **AI-Powered Product Content Engine** – Scaled unique content across 500+ products without compromising quality.
- ✓ **2-Tier Backlink Strategy** – Safely boosted rankings while future-proofing against manual penalties.

Ready to Optimize Your SEO ?

Achieve similar growth for your Ecom Business.

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