

Transforming a UK Print House's Online Presence

Client Overview

UK-based print house specialising in on-demand printing for retail and B2B customers partnered with OMA to improve SEO, social media engagement, and customer outreach.



Challenges

- Low organic traffic and weak SEO.
- Inconsistent social media activity.
- Poor customer engagement online.

Our Approach

- Website Audit & SEO: Optimized keywords, improved page content, and built 70+ high-quality backlinks.
- Social Media: Created engaging content, managed responses, and improved customer communication.
- Backlink Campaign: Secured industry-relevant links to boost authority.

Results

- +60% organic traffic and first-page Google rankings for key terms.
- +75% social media followers and +65% engagement.
- Improved customer inquiries and overall brand visibility.

Conclusion

OMA's strategy delivered measurable growth, enhancing visibility and driving business success.