

About Simply

Simply Construction Group is one of London's leading loft conversion specialists.

They aim to focus on making every loft conversion project as simple and stress free as possible. Simply Construction Group was founded in 2008 and is run by husband and wife team Robert and Helen Wood and today, focus on transforming empty loft spaces all over central and greater London into beautiful and desirable rooms. They now also provide basement conversions via their new brand Simply Basement.

1. THE CHALLENGE

There were three main aims for our teams to focus on, they were:

To improve overall search visibility and localised search visibility.

To increase the volume of online enquiries.

2. OUR SOLUTION

The Hit Search team proposed and carried out a mixture of content, blogging and PR tactics, coupled with web development for their brand new websites for Simply Loft and Simply Extend.

The SEO team also carried out work on local optimisation and content optimisation, in order to improve visibility across London and across South London in particular, where they received less business.

3. THE RESULTS

The web developments for Simply Loft and Simply Extend websites, resulted in the dramatic improvement in their overall visibility and the size of their business.

Success has enabled the company to pursue a third brand called Simply Basement, which we also provide web services for.

Their website traffic has increased from hundreds of visitors a month to now receiving over 3,000+ visitors per month.

[Check out our downloadable resources](#)