

Expanding client success through SEO and conversion at Numagoo.



Rhys Turton

Numagoo, a digital agency known for website development looked to expand its offering to meet client demand for SEO and conversion optimisation.

The Challenge

While Numagoo had built a strong reputation for technical delivery, many of its clients needed deeper support with SEO and organic performance. These clients were becoming increasingly dissatisfied, and without quick action, there was a risk of losing key accounts. I was brought in to bridge this gap, build trust, and deliver results across a demanding client base.

The Approach

I worked independently, tailoring my approach to each client. For some, this meant developing strategic marketing plans, while for others it focused on detailed conversion optimisation and hands-on SEO execution. In every case, I had to deliver fast, actionable insights, win client buy-in, and show impact quickly by doubling down on strategies that worked and discarding those that didn't.

The Results

Client results included: a 211% increase in organic search traffic, a 32% rise in conversion rates through data-driven strategies, a 420% improvement in organic traffic through SEO best practices, and an 18% lift in conversions by aligning SEO with go-to-market strategy. These wins not only retained every client but also restored confidence in Numagoo's ability to deliver.

Next Steps

Client retention and success led directly to new business growth, with word-of-mouth recommendations driving further client wins. In the year I was there, this contributed to a 200% increase in agency turnover and the establishment of SEO and organic growth as a core part of Numagoo's service offering.

"One of Rhys's standout qualities is his ability to effectively communicate and collaborate with stakeholders at all levels. He has a remarkable talent for translating complex project requirements into clear, actionable plans, which greatly contributed to the success of our initiatives. Rhys's proactive approach to problem-solving and his adeptness at anticipating potential challenges enabled us to navigate through obstacles seamlessly."

*Harris Alam
Developer
Numagoo Ltd*

Numagoo.