



greyturtle

Case Study

253% More Organic Traffic: How a Technical Redesign Put Atmostherm at the Top of Google

Atmostherm × Greyturtle

AT A GLANCE

The Headlines

253%

Organic Traffic

Year-on-year increase in the three months following launch

#1

Google Ranking

Number one for "commercial HVAC Manchester" – the most important target keyword

3

New Top Ten Rankings

Three additional keywords entered the top ten for the first time

6+

Year Partnership

Greyturtle has worked with Atmostherm for over six years

Client: Atmostherm

Sector: Commercial HVAC (heating, ventilation, and air conditioning)

Location: Manchester, serving Lancashire, Cheshire, North West England, and North Wales

Sells: Primarily B2B

Service: WordPress website redesign, technical SEO optimisation

Traffic increase: 253% year-on-year in the three months following launch

Search Console: Clicks, impressions, and average position all improved across the board

The Client



Atmostherm is a Manchester-based commercial HVAC specialist serving businesses across Lancashire, Cheshire, North West England, and North Wales. Their work covers the full scope of commercial heating, ventilation, and air conditioning – the kind of technically complex, high-value contracts that businesses need a trusted, experienced specialist to handle.

In a sector where reputation and visibility go hand in hand, being easy to find online matters. Commercial HVAC is not an impulse purchase – buyers research carefully, compare providers, and look for evidence of credibility before making contact. Atmostherm had the expertise. Their website wasn't reflecting it.

Greyturtle has worked with Atmostherm for over six years – a long-standing partnership built on trust, results, and a deep understanding of the business and its market.

THE CHALLENGE

A Website That Wasn't Working Hard Enough

Atmostherm's existing website had fallen behind – creating a credibility gap between the quality of the company's work and the first impression it made online. The problems ran deeper than appearances.



Dated Visual Design

The site looked visually outdated, creating an immediate credibility gap between the quality of Atmostherm's work and the first impression it made on potential clients.



Poor Page Speed

Page speed was significantly below par, which affected both user experience and organic search rankings – a double penalty that cost the business visibility and engagement.



Weak Conversion Structure

The site structure wasn't built with conversion in mind. Visitors who did arrive weren't being guided effectively towards making an enquiry – a significant missed commercial opportunity.



Technical Foundations

Code and scripting had accumulated inefficiencies over time, and internal linking – critical for helping search engines understand site structure – needed a thorough overhaul.

THE APPROACH

A Proper Rebuild, Not a Patch Job

Greyturtle rebuilt Atmostherm's website on WordPress – the same platform as before, but rebuilt properly from the ground up rather than patched over existing problems.



Visual Redesign

A clean, professional aesthetic that presents Atmostherm as the credible, expert operator they are – with a structure designed to move visitors towards an enquiry efficiently.



Code & Speed

Greyturtle streamlined the code and scripting to improve page speed and remove the accumulated inefficiencies that had been holding the site back in search rankings.



Internal Linking

Internal linking was rebuilt to create a logical, well-connected site architecture – helping search engines understand the relationship between pages and giving every page the best possible chance of ranking.



Technical SEO

No new content was written. The improvements were purely structural and technical – which makes the results that followed all the more striking.

Measurable Results That Speak for Themselves

In the three months following launch, Atmostherm saw a 253% year-on-year increase in organic traffic — driven entirely by technical and design improvements, with no new content produced.



253% Traffic Increase

Year-on-year growth in organic traffic in the three months following the redesign launch — a dramatic uplift with no content work involved.

Number One Ranking

Atmostherm achieved the number one position for "commercial HVAC Manchester" — their most important target keyword and one of the most competitive in the region.

3 New Top Ten Positions

Three additional keywords entered the top ten search results for the first time, expanding Atmostherm's organic visibility across key commercial terms.

Search Console: All Green

Clicks, impressions, and average position all improved across the board in Google Search Console following the rebuild.

THE BIGGER PICTURE

Why Technical SEO and Design Must Work Together

More Than a Visual Exercise

A website redesign is often sold as a visual exercise. In reality, the decisions made about site architecture, page speed, code quality, and internal linking have a direct and measurable impact on search rankings – and therefore on enquiries, leads, and revenue.

Design and SEO as One Conversation

Atmostherm's results demonstrate what's possible when a rebuild is approached with both design and technical SEO in mind from the start, rather than treating them as separate conversations.

No Content. No Link Building. Just Structure.

All of this from technical and design improvements alone. No new content was written. No link building campaign was run. Just a well-built website doing what a well-built website should.

If your website looks dated, loads slowly, or isn't generating the enquiries your business deserves, the problem is rarely one thing. It's usually a combination of visual credibility, technical performance, and structural clarity – all of which need to work together.



Ready to Talk?

Is Your Website Holding Your Business Back?

If your website looks dated, loads slowly, or isn't generating the enquiries your business deserves, the problem is rarely one thing. It's usually a combination of visual credibility, technical performance, and structural clarity – and all of them need to work together.

Greyturtle approaches every website project with commercial outcomes in mind. The goal isn't a website that looks good. It's a website that ranks, converts, and grows your business.

No hard sell. An honest assessment costs nothing.

If your website isn't performing the way it should, we'd love to take a look.

Email Us

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Greyturtle is a Cheshire-based digital marketing agency serving ambitious businesses across Manchester, Liverpool, the Wirral, and beyond.

