



Burgess sail online to take the brand into uncharted waters.

The Challenge

Burgess, the superyacht industry leader, was operating from a strong position in the marketplace but needed to grow its burgeoning reputation. Famous for its uncompromising approach to the quality of its yachts, Burgess tasked Make It Rain with building its long-term online brand value and awareness amongst discerning and highly affluent potential customers.

The Solution

As the Internet is increasingly being used to connect high-end consumers with luxury brands, Make It Rain realised it was imperative to raise Burgess Yacht's visibility.

This was achieved through a number of different routes. Firstly, we knew it would be essential to move Burgess up the Google rankings as quickly as possible in order to maximise the chance for users to find their website.

However, we also applied our expertise away from organic search listings and PPC. By undertaking a strategic link-building campaign with luxury sites and social channels we not only increased SEO but also built a solid foundation for future social media activity, demonstrating our belief in working with clients on long-term projects rather than quick fixes.

The Result

Since luxury brands are Make It Rain's speciality, we knew instinctively how to outperform Burgess Yacht's competitors. Within two months, Burgess had climbed into the top five Google rankings and seen an increase of 43% in search visits year-on-year within four. Over and above this, the measures we employed means that Burgess can expect its online business to flourish in the coming years.



“Our brand attracts a select group of international clients that are increasingly searching online for specific, luxury goods and services. Make It Rain is working in close collaboration with us to engage and capture all available traffic through search. We're really pleased with the SEO results to date and looking forward to expanding the breadth of our online activity to focus on establishing Burgess as the number one superyacht brand for online share in the longer term.”

Lucy Thornton
Marketing Manager, Burgess

