

### [www.youngorientalescorts.co.uk](http://www.youngorientalescorts.co.uk)

Young Oriental Escorts is a relatively new London Asian escort agency.

***“We asked RankBaby to help us improve the home page of our website in order to attract new users and also convert these users into paying customers. The results have been fantastic. In three months, we experienced a big increase in new visitors and page views, and, more importantly, actual customer numbers increased significantly. Our return on investment has been fantastic.”***

***Emma Himoni, Agency Owner.***

### Project Background

After launching their WIX built website in 2013, Young Oriental Escorts started to slowly climb up the Google rankings thanks to a sound link building strategy. Web traffic, however, was sporadic and was not converting into escort bookings.

Young Oriental Escorts had a handful of old testimonials on a sub-page. They also had blog page hidden away and no visible social streams, even though they regularly contributed to their parent company Oriental Girlfriend's established Facebook page.

Website analytics showed that most visitors landed on an escort gallery page, mostly from paid classified ads, but the bounce rate was high. “We felt that although the site was improving month-by-month in Google, most of our customers were coming in via classified or directory ads,” Young Oriental Escorts Agency Owner Emma Himoni said. “For some reason website traffic was not converting to actual escort bookings.”

### Objectives

- Increase home page sessions
- Increase new users
- Increase the number of escort bookings
- Build awareness of the brand

## Solution

RankBaby decided to A/B test and move the testimonials to the escorts page and the blog stream to the home page. We also tested bringing the Oriental Girlfriend Facebook page stream to the home page. There was a slight improvement in month one in terms of page views and users, but conversions were still low.

We decided to move the testimonials to the home page and launch an internal campaign among the Young Oriental Escorts team to increase the number of customer reviews. We also increased the number of Young Oriental Escorts Facebook posts and also encouraged customers to visit the site to read the reviews through targeted classified advertising

**Faz** April 19, 2015  
Girl was on hour late, second time they have let me down. Sex was good and the girl they sent was nice looking, 22-23 yrs old, good body and tight cunt, a good fuck to be true. £200 was a bit steep for an hour, but can't complain 'cause she was a babe.

**Jonny** March 4, 2015  
Rianne 7' out of 10. She was a miserable bitch but she has a lovely body, very fit and very tight. So what she lacked in personality! made up for by shagging the arse of her. If you want to fuck a genuine Asian babe then would recommend her.

**Lonny** Feb. 25, 2015  
Booked U Sa for two hours at my hotel. After a few drinks we got down to business. She was a great fuck. Very up for it. Did her twice. Happy days.

**John F** Jan. 20, 2015  
Third time I have used Young Oriental Escorts. Good girls, good service.

**Kane** Dec. 11, 2014  
£220 for Ayo for one hour at my hotel. She did not look the same as girl on website, but she was nice looking with very fit body. So happy for me. Satisfied with good service from sexy girl.

**Oriental Girlfriend** 5,023 likes  
Be the first of your friends to like this

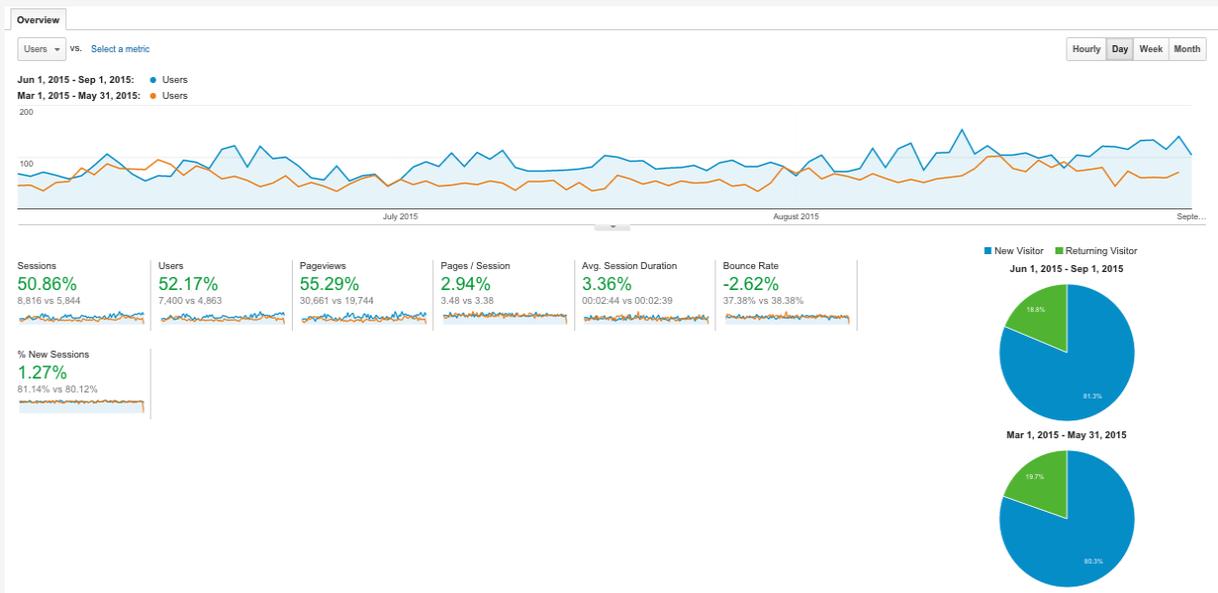
**Oriental Girlfriend** 15 hrs  
#escorts Japanese London independent Ria getting some great reviews from her growing fan club.  
<http://www.riaasianescortlondon.co.uk/>

**Ria | Independent Asian Escort in London**  
Discover Ria, one of the best reviewed Asian escorts in London. Visit my website for...  
[www.riaasianescortlondon.co.uk](http://www.riaasianescortlondon.co.uk)

## Results

The combination of customer reviews and the Facebook stream on the home page resulted in a 34% increase in conversion rates and a 25% increase in bookings. Users and Page Views increased by over 50%.

The key findings were that customer reviews could give visitors assurance that previous people had success with an escort agency, thus ensuring reputability. Posting reviews, both positive and negative, on the home page also created a feeling of openness and trust. The Facebook stream on the home page created an added feeling of "community" increasing awareness of the Young Oriental brand.



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