SEO case study

Gr8 Sunglasses SEO: Google clicks up 151% for a UK designer sunglasses store

SEO | Designer sunglasses and watches | United Kingdom

Gr8 Sunglasses is a UK online store selling designer sunglasses and watches from brands like Gucci, Burberry, Versace and Oscar de la Renta. Offshore Marketers runs its SEO. Comparing August to October 2026 with the same months of 2025, Google clicks rose 151% and the average position improved from 25.4 to 10.3.

+151%	25.4 to 10.3	+53%
Google clicks, year on year	Average Google position	Search impressions

Industry	Market	Service
Designer sunglasses and watches	United Kingdom	SEO

The goal

Bring designer brand searches to the store.

- Rank brand and style searches for UK shoppers
- Turn more impressions into clicks
- Build authority with content and links

What we did

We worked on content, links and on-page fixes for UK traffic.

1. **Buying guides**
   Blogs like how to choose sunglasses for men and the best styles for a round face.

2 **Titles and descriptions**
Rewrote page titles and meta descriptions to match what shoppers search.

3 **Links**
Built backlinks each month to grow the site's authority.

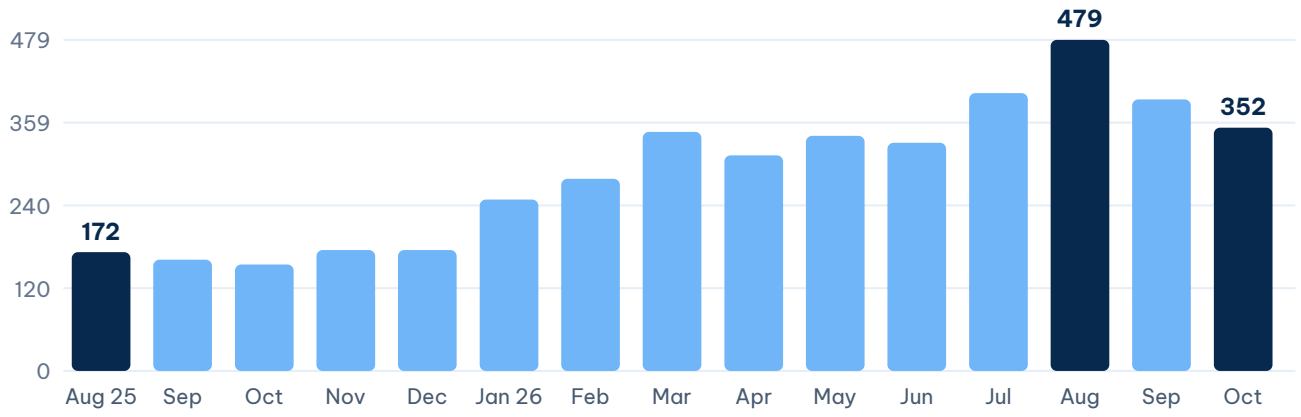
4 **SEO and site fixes**
Regular technical and website fixes aimed at UK traffic.

The results

From August to October 2026, the site earned 1,224 Google clicks, up from 487 in the same months of 2025.

Search	Clicks, 2025 to 2026	Position, 2025 to 2026
boss orange sunglasses	1 to 46	13.4 to 8.0
oscar de la renta sunglasses	0 to 15	17.1 to 11.3
sergio tacchini sunglasses	3 to 8	10.3 to 7.5
phillip lim sunglasses	3 to 7	7.8 to 3.6

Monthly Google clicks



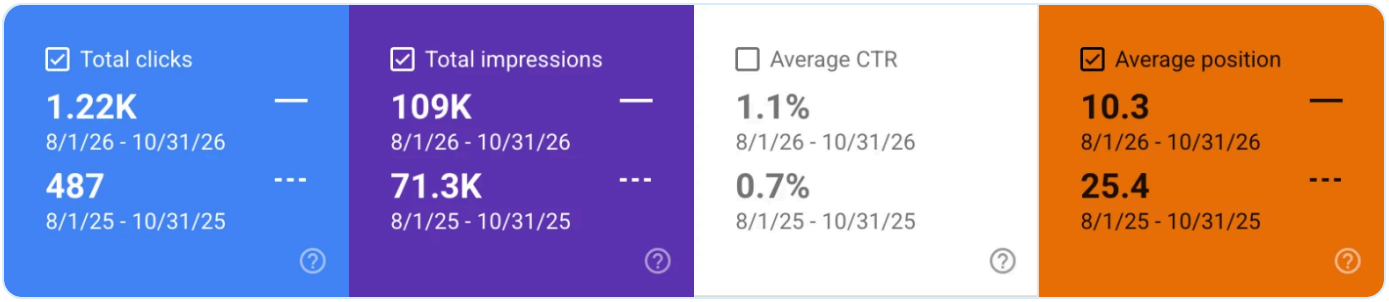
Source: Google Search Console, gr8sunglasses.com, August 2025 to October 2026.

What it adds up to

More designer brand searches now find the store near the top of Google, and more of them click through.

The proof

Screenshots from the live accounts and tools behind this case study.



Google Search Console: August to October 2026 against the same months of 2025.

Want results like this?

Book a free call. We will look at your website, your accounts and your goals, and tell you what we would do first.

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Email: social@offshoremarketers.com
US phone: +1 201 293 6876
Website: offshoremarketers.com

About this report

Clicks, impressions and positions come from Google Search Console for gr8sunglasses.com. Work completed comes from our project records.