BLACK LAB
THE DIGITAL CHANGEMAKERS

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FROM ZERO VISIBILITY TO 24,700 ENQUIRIES: BLACK LAB & PARTOU SHORTLISTED FOR STANDOUT B2C SEO CAMPAIGN OF THE YEAR

A UK nursery provider that had minimal organic search presence just over a year ago is now generating nearly half of its enquiries through search, following a large-scale SEO rollout that has been shortlisted for a national digital marketing award.

Leeds, UK, April 12th 2026
Black Lab Digital and childcare provider Partou have been named finalists in the *Standout B2C SEO Campaign of the Year* category at the UK Digital Marketing Excellence Awards for their campaign with Partou UK.

The nomination recognises a programme of work that saw Partou enter the UK market from a standing start, with no existing rankings, no local visibility, and no established brand presence, and scale to a position where organic search is now its single largest source of conversions.

Within 12 months, the campaign delivered:

- 24,700 conversions from organic search
- 281% growth in organic traffic
- Organic accounting for 46% of all enquiries
- An 867% increase in job applications

Crucially, this growth was not driven by optimising an existing channel, but by building one entirely from scratch.

When Partou expanded into the UK, the challenge extended beyond visibility. In a category defined by local decision-making, where parents typically search within a narrow geographic radius, success depended on being present at a hyperlocal level across more than 100 individual locations.

Black Lab's response was to move away from a centralised SEO model and instead treat each nursery as its own market. The strategy combined individually optimised Google Business Profiles, location-specific content, and targeted keyword strategies, all supported by a technical SEO framework designed to scale without losing local relevance.

The result was a national growth strategy delivered through more than 100 interconnected local campaigns, each tailored to its own catchment area while contributing to a single, measurable outcome.

James Starkey, Director at Black Lab Digital, said:

"This wasn't about improving rankings for an established brand. It was about building visibility, trust, and demand at the same time, in a market where local presence is everything. The complexity came from doing that at scale without losing what makes local search effective in the first place."

The campaign also reflects a wider shift in how organic search contributes to business performance. Rather than acting as a supporting channel, search is increasingly becoming the point at which both discovery and decision happen, particularly in high-intent, location-driven sectors.

For Partou, this meant not only increasing parent enquiries, but also significantly improving recruitment outcomes, with job applications rising sharply as local visibility improved.

The shortlist recognition highlights the effectiveness of combining scale with specificity, demonstrating that growth in multi-location businesses is driven not by broad visibility alone, but by the ability to perform consistently in the moments and locations that matter most.

Winners will be announced on the 23rd April 2026.

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ABOUT BLACK LAB DIGITAL

Black Lab (https://www.blacklabdigital.co.uk/) is a digital performance and strategy agency based in Otley, near Leeds. They specialise in data-driven marketing for ambitious brands in complex or competitive markets; with particular strength in automotive, health, and emerging tech. Their digital marketing services span SEO, AIO, GEO, PPC, paid social, web design and development, and analytics integration.
Their focus is upon clarity, measurability, and impact: connecting data, making sense of it, and translating it into real-world results, from footfall to enquiries to pipeline. With more than 40+years of collective experience, the expert team combines deep technical knowledge with sector insight to help in-house marketing teams grow brand visibility, generate leads, and drive performance across the full customer journey.
Based at Wharfebank Mills in Otley, they partner with brands that want sharper strategy, tighter attribution, and digital marketing that delivers.

ABOUT PARTOU UK

For us at Partou UK (https://partou.co.uk/), childcare isn't just a job, it's a journey, one where every child leads us in a unique new direction. As part of the Netherlands' largest childcare group, Partou UK have access to world-leading expertise in learning and development, so parents and guardians can be confident their child will benefit from an experience as unique as they are. Of course, care is as much about empathy as education, and Partou's is a child-led approach that emphasises building confidence and curiosity, so that every child in their care has the freedom to flourish.

ABOUT THE UK DIGITAL MARKETING EXCELLENCE AWARDS

Founded in 2023, the UK Digital Excellence Awards are accredited 'Outstanding' by the Independent Awards Standards Council: Awards Trust Mark. The UK Digital Excellence Awards are part of the Digital Excellence Awards series, which includes the Global Digital Excellence Awards.

The UK Digital Excellence Awards spotlight the game-changers, rule-breakers, and growth-makers who are redefining what success looks like in the digital world.