



Case Study:

An Industrial Cleaning Company in Essex

Background

In the Summer of 2008, this client was becoming increasingly frustrated with the lack of success from his web site, despite paying a Search Engine Optimisation (SEO) company a considerable monthly fee to increase the visibility of their web-site in the Search Engines. After a chance conversation, a friend recommended to the MD that he speak to Empowered Sourcing Solutions who he was confident would have the expertise to move things forward.

Objectives

With a web-site already in place, the objective was to take an evolutionary approach that would start to bring in high-quality enquiries from the Internet as a channel to market. Moreover, the MD really wanted to work with someone that he could trust to take full accountability for the web-site as a whole, including both its content and the SEO.

Solution

Following the initial meeting, it was agreed to start working on a trial basis towards an initial set of priorities. After some research, an initial set of keywords were identified and agreed that related to the various services offered. Moreover, it was proposed that we pay attention to building a high-quality reference section to the web-site, which would not only build confidence from a visitor's perspective, but also have the benefit of matching many of the "long-tail" keyword searches that were evident in the search logs. Once the client had complete trust in the approach being taken, a longer-term plan was put into place, with monthly steering reviews. A programme of pay-per-click advertising was also initiated.

Result

The results have been dramatic. Both visitor numbers and leads from the web site have grown by more than 700% in 5 months.

Aftermath

The Client is delighted to have stumbled across Empowered Sourcing Solutions, "I wish I had found you five years earlier!" and is now confident that with continuing effort the Internet channel will play a full role in their ambition plans to grow the business over the next few years.

"Empowered Sourcing Solutions have been real breath of fresh air – I continue to be really impressed..."

