

Adam

Window Centres of Tuckton

556

Online Conversions

19%

Uplift in Web Traffic

224,037

Audience Reach

Adam Window Centres of Tuckton

ABOUT

Adam Windows was established in 1994, and has been providing homes in Dorset with windows, doors and conservatories ever since.

CHALLENGES

The customer needed to drive traffic to their website and improve their online presence in order to encourage both online enquiries and offline footfall. They wanted to improve their reach and brand awareness across social media, improve their website ranking and traffic, and establish themselves as the industry go-to business in the area.

SOLUTIONS

LOCALiQ combined an SEO campaign with a strategic search campaign. We also ran a website clicks campaign across Facebook and Instagram to complement their SERP orientated solutions. A multi-integrated campaign ensured that we had several touchpoints with potential customers at all stages of the consumer buying funnel.

The social aspect allowed us to raise brand awareness and increase engagement through visual means, whilst SEO and SEM served to capture consumers intending on buying.

RESULTS

Our SEO campaign uplifted organic traffic to our client's website by **19%** and new users by 14% quarter upon quarter. Our social and search campaigns combined have driven **20,943 visitors** to our clients website, generating **556 conversions** at an average **CPL of £110** on search. Not only have we given our client a huge potential ROI, we have raised their brand awareness and recognisability, giving them a **reach of 224,037** local individuals and **920k impressions** across social media.

"I would like to put on record my appreciation of the work undertaken by Sadie and Julie. We are really seeing the benefits of the campaign. Clicks are being translated into leads, impressions are increasing from mobile devices and we now hold a majority impression share on Google. The team have really helped increase our brand visibility, reaching new and highly targeted audiences.

Jon, Owner of Adam Windows