



J. HUTCHINSON
Prop. J.S. Smith & S.J. Smith Est. 1899
HIGH CLASS FAMILY BUTCHERS
and Suppliers to the Catering Trade

10hrs

**Time saved
per week**

+2300%

**Increase in 5*
online reviews**

75

**Search
conversion leads**

J Hutchinson Butchers

ABOUT

Our client J Hutchinson Butchers, has the combined experience of 120 years in the trade. They wanted to ensure smooth trading during the Coronavirus (COVID-19) pandemic. Their aim was to continue to supply their customers with locally-sourced produce at home, whilst adhering to the new restrictions put in place to guarantee their clients safety.

CHALLENGES

Coronavirus changed the way their business operated over night. Rather than closing the business altogether, the owner, decided to offer a local delivery service via Facebook. Whilst this was proving successful he soon realised the time he had to spend each evening sorting through messages and orders was simply not sustainable. He realised he needed a website and was unsure where to start

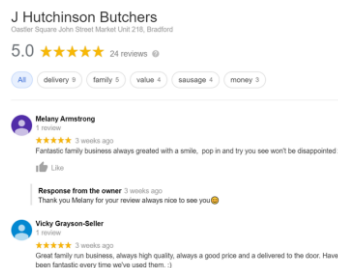
SOLUTIONS

Through our Local Commerce package we were able to set up a strategy call within 24hrs of the sale being made. This enabled us to ensure the design was in-line with the clients objectives, delivering a turnaround time of less than three weeks.

The client now has a fully transactional website which has freed up around 10 hours of his time per week and allows him to trade more fluidly.

Whilst the website was being built we also started work on their businesses Facebook page and Google My Business Listing to improve the clients online presence along with Directory syndication to direct searches to the business alongside reviews. Starting with only one review on Google My Business, within 10 days this had increased to an impressive 24, 5 star reviews.

The data below also highlights how we have dramatically increased his search presence and actions on his listing in such a short space of time.



Total Views:

979

**Listings on
Search:**

596

**Listings on
Maps:**

383

Took action:

75

We have now started on the second stage of the package to increase awareness and engagement of his business where we will look to drive potential buyers through not only our local news titles using content, but actively marketing through Facebook and our display network.



I would like to thank Japi and the team at LOCALiQ for ultimately changing the way we operate day to day. Our new website was turned around very quickly which has freed up my time to ensure we continue focusing on quality produce for our customers.

I am finding it very easy to update our stock on the website and keep our clients informed of what we have to offer. It has been a very smooth experience dealing with LOCALiQ and I am looking forward to the next steps."

Stuart - J Hutchinson Butchers