

SUPERFAST BUSINESS

Harnessing technology to grow your business



CASE STUDY

Consultancy business finds the search for success online

The Business

Since it was established in 2009, Dorset-based Darwin Ecology has forged a strong reputation as an ecological consultancy. Its ethos is to assist in halting biodiversity loss in Great Britain, and it provides a comprehensive set of high-quality services, including ecological appraisals, surveys and habitat creation and management.

The Opportunity

The business had a website attracting a reasonable volume of hits, but Director and Senior Ecologist Mike Cummings knew that its use of optimisation tools and analytics to boost traffic and conversion rates was very limited. It was vital for Darwin Ecology to maximise its web presence and operate a proactive digital marketing strategy in order to grow its customer base and win big new contracts.

“To begin with, we were really just looking for a bit of support to sort out our website optimisation so that we could generate more viable hits, but it soon became clear that there was a lot we could do to develop a more productive digital strategy.”

Support Provided

After making contact with Superfast Business, an adviser explained that, as well as making better use of analytics and other tools, a clear strategy including e-newsletters, Search Engine Optimisation (SEO) and social media would help target key customer groups more effectively. A support plan was drawn up, and two meetings organised with a specialist support provider.

“We were already running Google Adwords campaigns, which delivered some business leads,” says Mike, “but our website wasn’t optimised and we didn’t know how to structure it to exploit Google search opportunities. Basically, we knew we weren’t doing great but we didn’t know how well we could do with just a few small changes.” The specialist support revealed how Adwords could be set up more effectively so that digital advertising campaigns could focus on target groups.

Find out how your business can benefit.
Contact Superfast Business today...



“Our Adwords campaigns look like generating up to 50% more enquiries – and 20% are converting into sales.”

“We had originally capped our Adwords spend at £25, but as a result of the advice, we raised it to £50-80 and it has been very worthwhile because the quality of business leads has risen.” says Mike. “Our specialist adviser suggested a lot of ways for us to raise our digital marketing game. In fact, he thought

our website was pretty good in most respects, but just making the landing pages more relevant to searches has had an immediate effect in decreasing the bounce rate.”

The Benefits

“The adviser and specialist give you a completely objective opinion about your website and how to improve efficiency behind the scenes. Having access to that independent technical knowledge is invaluable, and it fills a big gap in our in-house capability.

“Each bid contract we win could be worth £10,000 to the business – so the more hits we get, the greater the possibility of winning more valuable contracts,” says Mike. “As it is, within the first two weeks of implementing our new Adwords strategy, we won new business worth £4,000 just from leads generated online.”

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