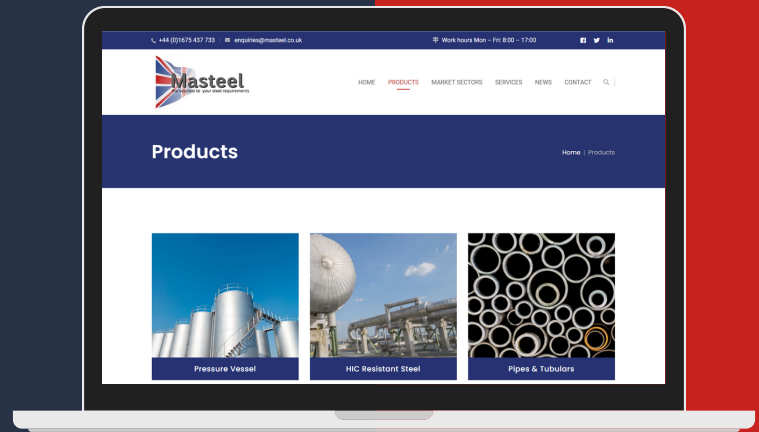


# Case Study

Masteel UK Limited specialise in the procurement and global supply of pressure vessel steel to the oil, gas and petrochemical industry.



## The Challenge

A drop in search rankings after a recent Google algorithm change and a dated website meant that Masteel were looking for a full website redesign and SEO strategy. They also wanted to integrate their new site with their CRM system.

## The Results

Designing, building and optimising a new mobile friendly website resulted in a 64.92% year-on-year increase in the organic traffic.

This led to an increase in 'conversion rates' (visit to enquiry) increased by 9.86% giving a total number of enquiries an increase of 73.19%.

We integrated the new leads into their CRM so that they could more easily manage the entire enquiry cycle.



**65%**  
increase in organic traffic



**10%**  
increase in visit to enquiry



**73%**  
increase in enquiries

## The Solution

Building a site that had a great user experience, stylish design and that was optimised for key search terms was the key! We produced a 12-month SEO campaign to supplement the new website and created the content that their potential customers wanted to find.

Once the website was optimised for lead generation, we worked on integrating the new leads with the CRM system so that they could manage them more effectively.

“

...the traffic has actually started to increase to such a level that it's probably double what it was when we built the original site...

...we don't need to actually employ specialists marketers. AZo is probably the best gate openers that we've ever actually come across.”

”

## What's Next?

The relationship between Masteel and AZoNetwork is now entering its 14th year. 2021 will be another big year for the partnership and will include a new 12-month SEO campaign, sponsored newsletters and content creation.