Building a site that had a great user experience, stylish design and was optimized 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 optimized for lead generation, we worked on integrating the new leads with the CRM system so that they could manage them more effectively.

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

What's Next?

The relationship between Masteel and AZoNetwork is over fifteen years old. Each year will be treated as another big year for the partnership and will include SEO campaigns, sponsored newsletters and content creation.