



Client: **Self-Storage Company**

Business Size: 25+

Conversion Increase: *Sales Leads, via contact, availability and quote forms.*

This company is willing to share the information in this case study but wish to remain anonymous. All the work was commissioned by Receptional Ltd, a well-established digital agency based in Bedfordshire.

The Brief

This self-storage company has a number of locations in the UK. The website was out of date, had very little information and was not supporting the business proposition or brand identity.

The company wanted to increase the amount of enquiries via the website. Conversion Rate Optimisation reports were commissioned for their own site and five of their competitors.

The Actions

- Advanced CRO Report (including an 60+ competitor factor comparison table)
- Site analytic reporting & keyword research
- 5 Advanced CRO Reports on competitors
- ClickTale visitor video analysis
- Site specification & wire framing
- 40 hours of copywriting
- Web video x 4

About CRO Reports

Every CRO report is tailored to the specific business and includes researching the website, the market place and the analysis of competitor sites. This initial report will equip the business with the site weaknesses and strengths, best practice from competitors and the latest online marketing techniques. Also contained in this report are market opportunities and recommendations.



The Results:

Conversion Rate: increased by: over 57% in an 8-month period.

Page views: increased by 19.5%.

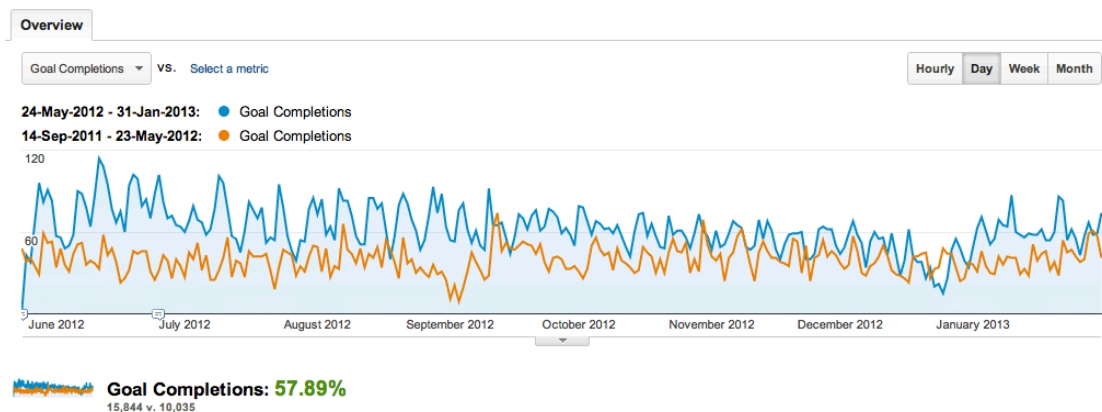
Visit duration: increased by 17%.

Bounce rate: decreased by 10%.

Video Views: 5,000+.

Self-Storage Site Goal Conversion

Increase by 57% over 8-month period



“Jim did great work – on time, well thought through and in budget. If you engage Jim, you won’t be disappointed, I am sure.”

Top qualities: Good Value, High Integrity, Creative.

Dixon Jones
Director
Receptional Ltd
Testimonial



Conversion Detective Client include:

Linkdex.com

Search Engine Optimisation platform

Services: CRO reporting, website launch project management, video scripts.

MajesticSEO.com

SEO intelligence tool.

Services: Advanced CRO Report.

Metropolis-live.co.uk

Exclusive function and party band.

Services: Advanced CRO Report and online marketing management including blogging.

Naturalhealthwelwyn.co.uk

Ecommerce site for health food and products.

Services: Advanced CRO Report, online marketing planning and management for a number of sites including blogging and email marketing consultancy.

Gonedigging.co.uk,

A personalised gift company based in Hertfordshire.

Services: Affiliate programme management.

CRO Report Prices

All conversion reports are customised for each client.

Please contact for a quote

About Conversion Detectives

Conversion Detectives is dedicated to increasing sales, sales leads and subscribers by using CRO best practices.

Also offered are the full mix of online marketing including, site build, online marketing planning, copywriting, affiliate management, traffic building advice, including content creation for SEO and email marketing consultancy.

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