



## Case Study



# METROPOLIS

**Client:** Metropolis Live

**Business:** International Events Band

**Business Size:** 10+

**Conversion Increase:** Sales Leads

## Objective

*Conversion Detectives* increased sales enquiries.

## The Brief

James Eager, director wanted the Metropolis Live site to provide more leads from particular market segments including the Jewish events market and overseas work. The original site was functional but out of date and had very little content and was not optimised for sales lead conversion.

## Actions

- Advanced CRO Report (including an 60 competitor factor comparison table)
- Site analytic reporting & keyword research
- Site Specification, including wire frames, site creation and optimisation
- Competitor analysis
- Full marketing & action plan
- Blog creation, blog categorisation, schedule & calendar, copy writing

## The Results

- Goal Conversion Rate: 37% increase in one year
- Conversions via social media: increased by 5%.
- Visits via organic search: increased by 22%.
- Bounce rate: decreased by 10%.
- Video Views: 2,000+.

## Conversion Detective Clients

### **Lucy Bee Ltd**

*Importer of organic ingredients*

Services: Full digital marketing mix.

Result: Current.

### **Gonedigging.co.uk**

*A personalised gift company based in Hertfordshire.*

Services: Affiliate programme management.

### **Linkdex.com**

*Search Engine Optimisation platform*

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

Results: N/A.

### **MajesticSEO.com**

*SEO intelligence tool.*

Services: Advanced CRO Report. Site optimisation wireframes.

Result: N/A.

### **Naturalhealthwelwyn.co.uk**

*Ecommerce site for health food and products.*

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

Result: Sales increased by 119%

### **Hedley House Hotel**

*Family run hotel in York*

Services: Advanced CRO Report.

Result: N/A.

### **Pilates Central**

*Pilates Studio in Islington*

Services: Local SEO optimisation, Paid advertising

Result: 20% increase in organic traffic, online leads now the largest contributor to sales leads.

Conversion Detectives Ltd  
Welwyn Garden City  
Herts AL8 6TG

Company Number: 10690806

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