



Case Study

Self-Storage Company

Client: Anonymous

Business: Self-Storage

Business Size: 25+

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

Objective

Conversion Detectives was asked to help improve enquiries by the company's Pay Per Click agency, Receptional Ltd.

The Brief

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.

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
- Promotional videos

The Results

Over an eight-month period

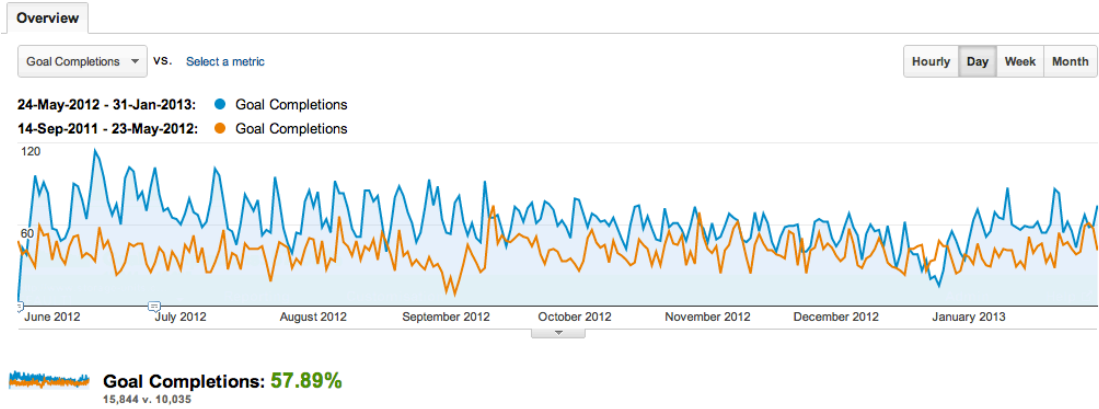
- Conversion Rate: increased by: 57%.
- Page views: increased by 19.5%.
- Visit duration: increased by 17%.
- Bounce rate: decreased by 10%.
- Video Views: 5,000+.

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

Dixon Jones
Director
Receptional Ltd

Self-Storage Site Goal Conversion

Increase by 57% over 8-month period



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.

Metropolis Live Productions Ltd

International events band

Services: Advanced CRO Report, marketing action plan, blog creation and analytics.

Result: 37% increase in leads.

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.