



- Website Promotion
- Search engine optimisation
- Website traffic
- Internet marketing
- Email marketing
- Keyword Research
- Content & copy
- Strategic link building
- Viral marketing
- Gates 360™
- Web design
- Web development
- ROI

Search Engine Position

Link Popularity

Keyword Suggestion



### Website Promotion -Case Study One

#### Case Study One

#### Natural Search, Email and supporting websites network

Niche industry: **Marquee Hire,**  
 Location: SE England  
 Competition Web pages: > 1 million  
 Budget: under £14K pa  
 ROI 1900%

OVERVIEW Charlesworth Marquee Hire Plc approached Knowallmedia Ltd with a goal to increase sales and decrease monthly PPC expenditures. Currently Charlesworth was spending £1,000 plus a month and receiving only a marginal sales return.

KnM reviewed the current campaign structure and realized that Charlesworth was being swamped by unfocused ads and non converting leads.

Also the current website was not presenting the company information correctly, nor was the navigation sufficient to allow users to access the information easily.



#### THE OBJECTIVE

To dominate the marquee hire industry on the internet in terms of presence, maximizing on the amount of available web traffic for top keywords and to receive over 25% of the number of enquiries available.

To present Charlesworth Marquees and its subsidiary as the leading marquee hire company in the South East of England.

Reduce PPC expenditure; reduce Yellow Pages expenditure by over 50%.



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