

WEBSITE BUILD, SEO AND PPC CASE STUDY



WHY US

We are a business with outstanding online marketing knowledge and expertise that focuses on important areas within online marketing such as Web Design & Development, Digital Marketing, Graphic Design and Content Writing. Our team are committed to delivering the highest level of Customer Service, skill and dedication with an underlying thread of ethical and transparent client management. Our purpose as a business is to help other businesses grow.

OUR KEY SERVICES

01

Website Design and Development

02

Digital Marketing

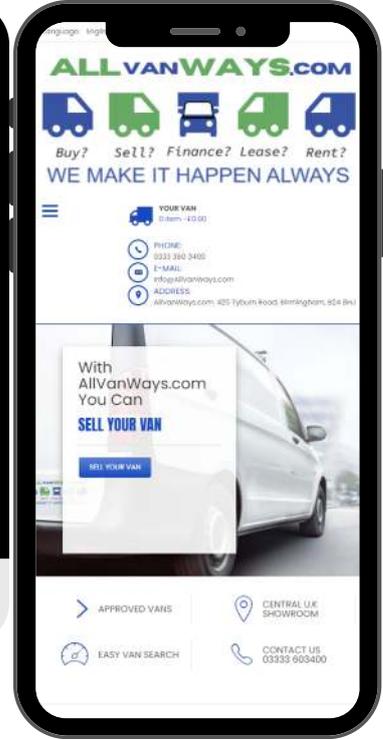
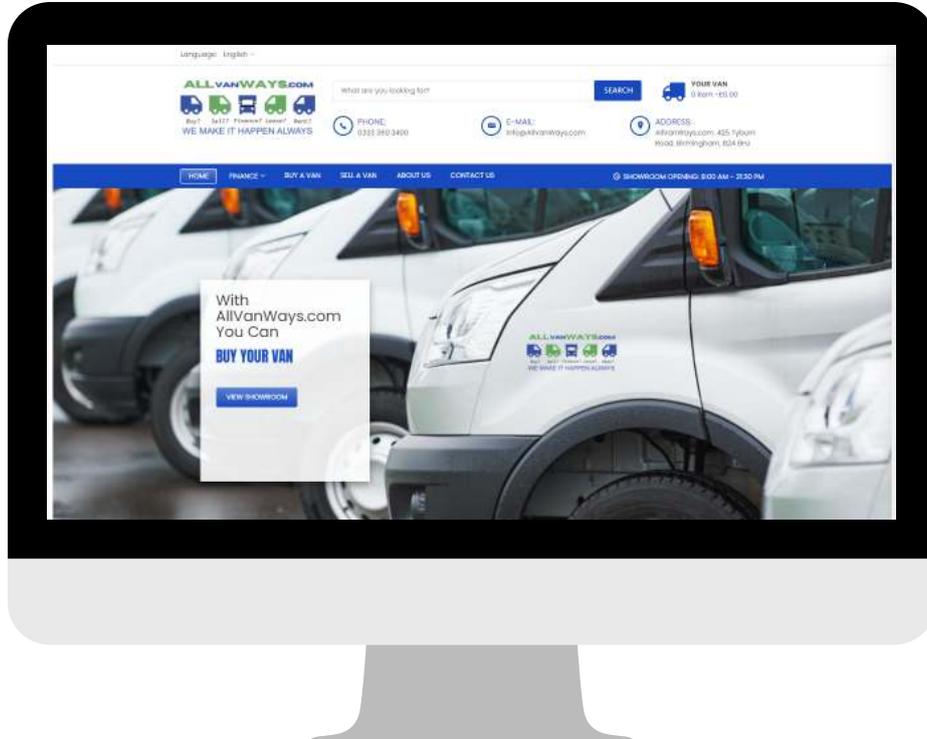
03

Graphic Design

04

Writing





THE PROJECT

Jermaine hadn't had a website before and was unsure on what was needed and the process in getting the website. We created 2 wireframe options but he needed something a little more visual so we showed him some themes so he could get an idea of the site functionality and what it would look like.

Jermaine actually loved one of the themes we showed him so instead of building a from "scratch" website we use the theme and started the website set-up. The brief was to create an online van E-commerce website that could grow as his business did.

We also needed to design a logo, set-up all social media channels, email set-up and on-page and local SEO. Our job at Online Marketing Help was to make the process as simple for the client as possible to amend and edit content on the back-end as well so we video documented all of the processes to help aid the clients understanding.

Once the overall look of the website had been approved, Online Marketing Help created a UX centric and eye-catching 5 page website with full woocommerce set-up.

THE BRIEF

AllVanWays.com offers Van finance, leasing and sales both online and offline. The client wanted a simple yet user friendly website one that could grow with the business. The client wanted the option to be able to add a powerful CMS in the backend to manage Van sales and customer interaction. Online Marketing Help started the project by analysing top performing van websites and businesses wishing the U.K and carrying out extensive customer research. Once we had established the best way to deliver the website the work began.

AllVanWays.com wanted a website but had no clear defining goals or strategy for the website and so we initially started the project by establishing These key questions;

What are you trying to accomplish?

Leads, sales, brand recognition, an easier signup process?

As the client also wanted us to manage their marketing processes we sort the answers to these questions;

What are your marketing goals?

How are you going to recover or justify the money you're spending on a new site?

Then finally the most important question.

Was What do you want your website to do?

Should it have a blog, a photo gallery, the ability to buy things or amazing cat pictures?

We had no direct guidance from the client in terms of what or how they wanted the website to look which has its advantages but also disadvantages.

WHAT WE DID

- A fully high functioning website
- Complete brand build
- Auction functionality and set-up
- Content writing
- Social media set-up, paid advertising and optimisation
- Secure CRM framework created and delivered enabling seamless client and employee communication
- Full Content Management System (CMS) allowing drag-and-drop content placement and image uploading.
- Full training provided for multiple function website
- On-page, off-page and local SEO optimisation. (Working)
- Marketing collateral creation
- Undertook Keyword and Competitor Analysis.
- Rank math plugin set-up
- Google Analytics Set-Up
- 1.XML submission

HAVE YOU GOT A PROJECT?



WE WOULD LOVE TO HELP

This is our mission at Online Marketing Help. We aim to disrupt and challenge the “norm” with a forward thinking and transparent marketing approach that is easy for our customers to understand and evaluate. Marketing is the study and management of relationships with the purpose of creating meaningful connections. We accept nothing less than achieving this for our clients and their customers alike.

GET IN TOUCH

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