

Cox Wokingham Plastics

“The results were immediate with the level of enquiries increasing, bringing benefits within a matter of days and with a substantial order from a new customer as a direct result of the campaign within the first month!

With pro-active support from Impact Media on a month by month basis we continue to see improvements in our rankings and intend to continue to build upon the relationship with the team at Impact Media.”

Andy Wolfe, Sales Manager.

Established in the 1930's, Cox Wokingham Plastics have positioned themselves as the “Technical Thermoforming Specialists”. The company is focused on providing top quality cost effective thermoformed plastic components.

CWP were looking to get more out of their website via the use of a managed online marketing campaign after a survey of the CWP website found they had very low search engine visibility.

A managed online marketing campaign was created and implemented by Impact Media to improve the CWP website.



About Cox Wokingham Plastics

Cox Wokingham Plastics formed with the merger of Wokingham Plastics and Cox Thermoforming, bringing together the best of the two companies with the synergy to service customers, old and new, with high quality products on a cost-effective basis long into the future.

Project Background

After discovering their website had a very low visibility on search engines, Cox Wokingham Plastics contracted Impact Media to fully optimise their website and create and control a highly efficient Pay per Click, Google AdWords campaign.

Objectives

- Increase unit sales
- Increase repeat business

Strategy

Pay per Click

Knowing that full knowledge of the industry is one of the most important aspects of an SEO campaign, Impact Media completed a thorough analysis of Cox Wokingham Plastics and the surrounding Markets.

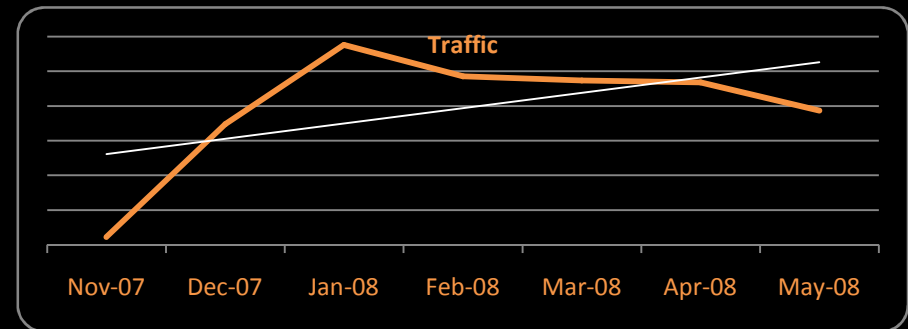
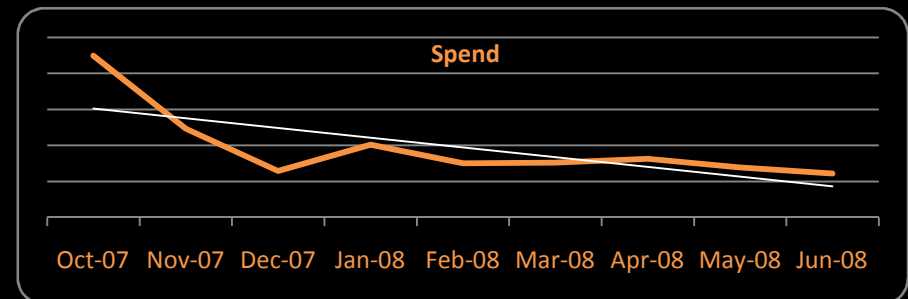
Using this knowledge, the Pay per Click team created a Google AdWords campaign designed to maximise conversions whilst keeping overall spend low.

Even though the success of the AdWords campaign has been high, Impact Media constantly work with Cox Wokingham Plastics to get the most out of every click.

Search Engine Optimisation

Once the initial Pay per Click work was finished, Impact Media used the knowledge gained to fully optimise the Cox Wokingham Plastics website, advising on important matters such as Meta data, website copy, HTML code etc.

The Cox Wokingham Plastic website is continually fine-tuned to ensure that search engines rank high for relevant key phrases.



Cox Wokingham Plastic are now number 1 in Google.co.uk for searches like:

- Technical Thermoforming
- Plastic Thermoforming UK

Impact Media will continue to work with Cox Wokingham Plastic to further increase traffic, increase conversions, and increase high search engine rankings.