

Mobile Phones Direct

“Since starting work with Impact Media both traffic and sales have increased hugely. Their management of our SEO and PPC accounts has been faultless throughout”

Karl Borges, Managing Director

As the exclusive retail partner for Nokia in the UK, Mobile Phones Direct are an established name in a competitive market. Their ecommerce store offers a full range of the latest mobile phones from major networks including Vodafone and T-Mobile.

With a fantastic user-friendly website already in place, Mobile Phones Direct needed to ensure that it received the best visibility possible. Search Engine Optimisation (SEO) and Pay Per Click (PPC) advertising were both identified as important areas for the company to develop their online presence, which lead them to contact Impact Media.



Mobile Phones Direct Case Study

Project Background

Mobile Phones Direct developed a cutting edge ecommerce website to showcase their range of mobile phones. After investing in the design and layout of the site, its initial performance didn't appear to represent the potential of the site. PPC adverts weren't attracting targeted visitors, whilst SEO needed improvement.

Objectives

- Improve PPC Conversion Rates
- Lower Cost per Conversion
- Improve PPC Click through Rate
- Boost Site Traffic
- Increase Online Exposure

Solution

The PPC advertising campaigns needed refinement. This meant reanalysing current ad text, whilst implementing updated keywords and negative keywords throughout. By increasing the focus of the adverts, they could target the right consumers and reduce budget wastage.

Mobile Phones Direct also required help increasing their rankings within search engines. This meant a thorough review of the site and optimising where necessary. The website's link profile was a significant issue, so Impact Media looked to find new avenues of traffic by improving the quantity and quality of inbound links. This strategy also included social media campaigns and interacting with consumers on industry blogs.

Outcome

The results were almost as immediate as they were emphatic. After four months total traffic was up by 97%, whilst visitors from search engines had increased by 120%. Inbound traffic to the site wasn't the only area that showed significant improvements. Within the same period of time sales improved by 146%, with the actual online Conversion Rate increasing by 41.47%.

Mobile Phones Direct Traffic Increase

