

Many Can Design ... Few Can Promote

Attract ... Retain ... Convert

Enhance Services

Internet Promotion

CASE STUDIES – Academy Sweeps

SUMMARY

ATTRACT

RETAIN

CONVERT

CASE STUDIES

NEXT STEP »

The Brief

Academy had a website that had been developed a number of years before; in 2004 they approached Enhance for a small site redevelopment and full optimisation.

Academy Sweeps only operate within Surrey, Hampshire and Berkshire, so it was imperative to be found on key phrases that reflected this area. This type of optimisation is called “geographical marketing”.

The Solution

Enhance, in conjunction with Academy Sweeps identified the areas in which the service was provided as well as a number of other relevant keywords. The pages were optimised and the site submitted to the search engines.

As the site had been partially indexed by a number of key search facilities, it was indexed in a timely manor with some exceptional results. The enquiry rate has significantly increased proving that this form of marketing is extremely successful.

Keywords and Positions

Below are some examples of the keywords and positions Academy can be found upon.

Key Phrase	Position on Google	Position on Yahoo!	Position on MSN
Hampshire Chimney Sweeps	1 & 2	1 & 2	1 & 3
Berkshire Chimney Sweeps	1 & 2	1 & 2	1 & 2
Chimney pot repairs	3	-	1

Resource: Enhance, Jan 2005

Domain name: www.academysweeps.co.uk

Academy Sweeps recognises the benefit that Enhance’s optimisation has had on their business and like ALL our clients, has taken out our ongoing support and optimisation package. Thus the site remains “findable” today.

