



Case study for Keymas Ltd, eMarketing

cjb – i increased Keymas Ltd enquires through the website by 400%

Keymas Ltd has had a website for many years with various redesigns along the way, late last year the company decided that it was time for them to make use of their website as a marketing and sales tool, as apposed to just being an informative site about the company.

As a result of the decision Keymas brought in cjb - i as consultants and used our eMarketing expertise to look at how we could increase potential customer enquiries.

Actions taken

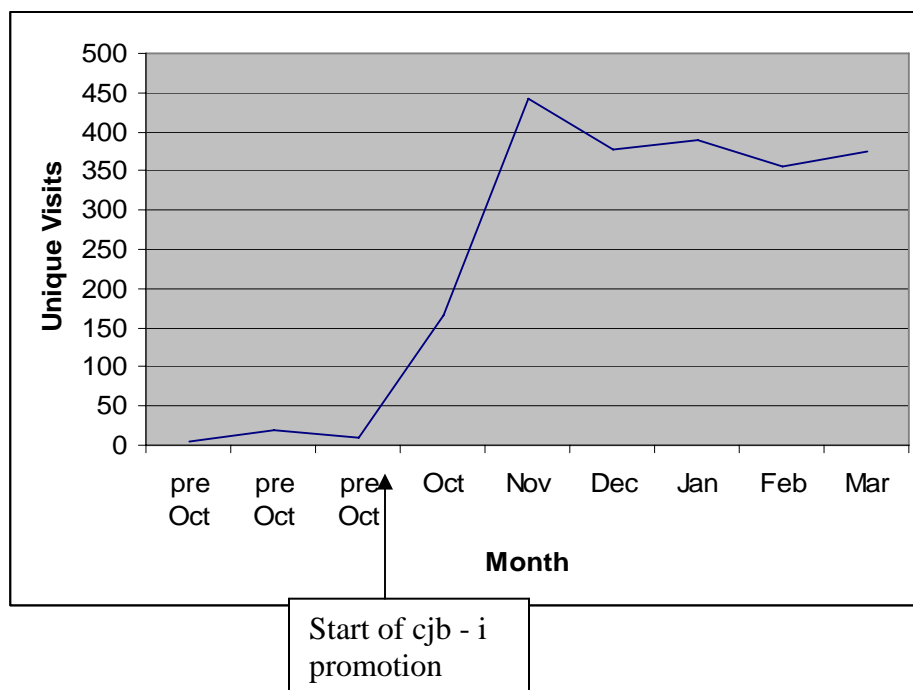
cjb - i implemented a natural search engine promotion campaign by optimizing the website so that it was ranked higher in the search engines, google, yahoo and MSN.

- We consulted with Keymas to develop a list of keywords that would be relevant to the company and their services
- Each page of the site was optimized to make the most impact on the search engines
- Results are fed back to Keymas Ltd each month and results are presented in easy to read reports
- The website was submitted to the major search engines

As well as this the Keymas site was improved by making the contact information easier to find and contact forms being send to multiple sales people for fast follow up work.

The results

Keyword	Google world	Google uk	Yahoo	msn
pallet elevators	1	1	1	1
turnkey conveyors	4	1	2	1
turnkey conveyor	1	1	7	9
pallet barcode scanning	11	11	4	1
gravity roller conveyors	-	-	-	3



Enquiries from the website have increased by over 400%, and now the keymas website plays a critical role in first lead generation sales.

cjb – i have increased the sales through websites in many business areas, to turn your website into a major sales generator contact cjb – i on:

01384 401550 or email info@cjb-i.co.uk

Or visit us online at: www.cjb-i.co.uk