

CLIENT : TIME FOR YOU

A DOMESTIC CLEANING FRANCHISE WHICH OPERATES THROUGH A NATIONAL NETWORK OF FRANCHISEES AND HAS BEEN ESTABLISHED FOR OVER 5 YEARS. TIME FOR YOU OFFERS REGULAR WEEKLY AND END OF LEASE DOMESTIC CLEANING SERVICES.

Challenge

Time for You had an outdated web presence that was not geared for conversion. They were also not well optimised for local search, a crucial element for Time for You considering they operate within a local geographic area.

Project Goal

To increase sales by building a web presence in line with Inbound Marketing best practise to ensure that Time for You were found locally online and to convert visitors into sales leads and ultimately customers.





Game Plan

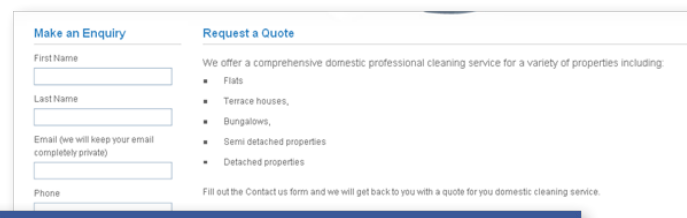
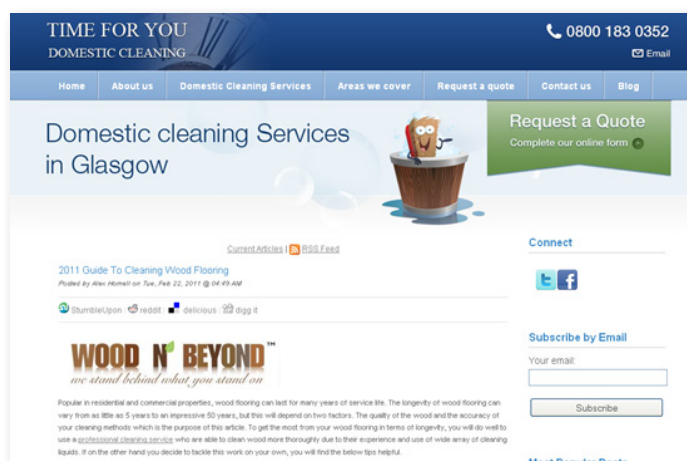
Firstly the **Time For You** web presence was completely overhauled. As part of website redesign, Brightfire considered what offers would be perceived as valuable by web visitors and designed a number of clear, action orientated, easy to use and prominent call to action buttons across the entire web estate.

Blogging & Social Media key to increasing user traffic and conversion.

Dedicated landing pages were then created to ensure that conversion was maximised. This involved creating short forms that collected lead details including what cleaning services they required. This information was then set directly via email to Time for You and stored within a lead database so Time for You could qualify each lead on a case by case basis and respond to them accordingly.

While it was essential that the new web estate was optimised for conversion, it was also essential that the web estate was found by prospects.

As such each web page was optimised for search engines, a cleaning tips blog was created and a number of social media profiles were created.



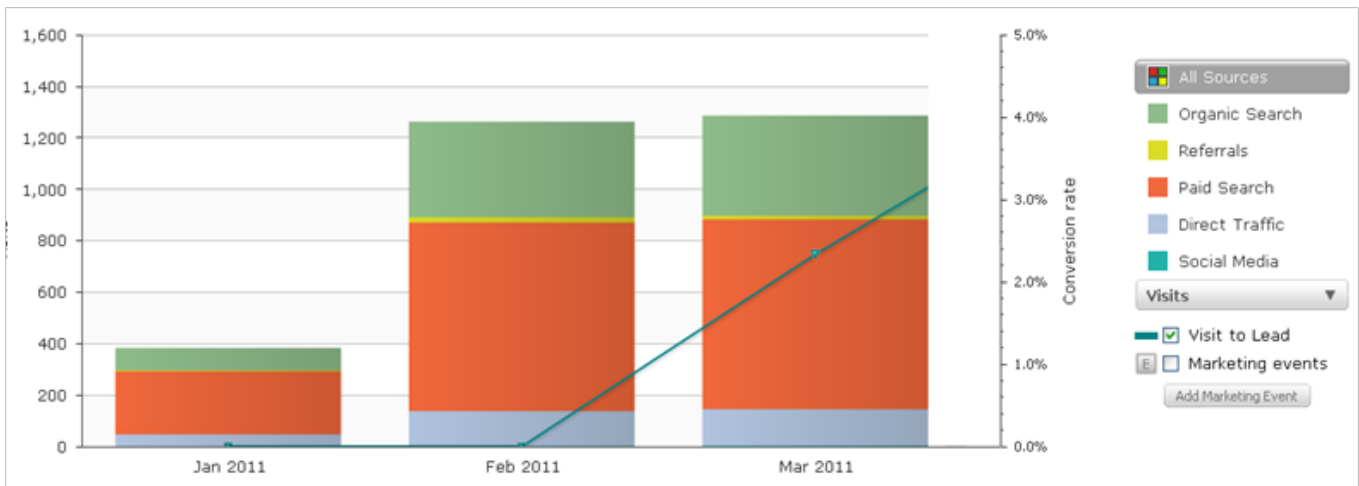
Brightfire undertook a comprehensive review of Time for You's keyword strategy and made a number of significant changes to on-page search elements.

In addition to this a link building strategy was undertaken which included requesting other local businesses to write guest blog articles about how to best clean their products.

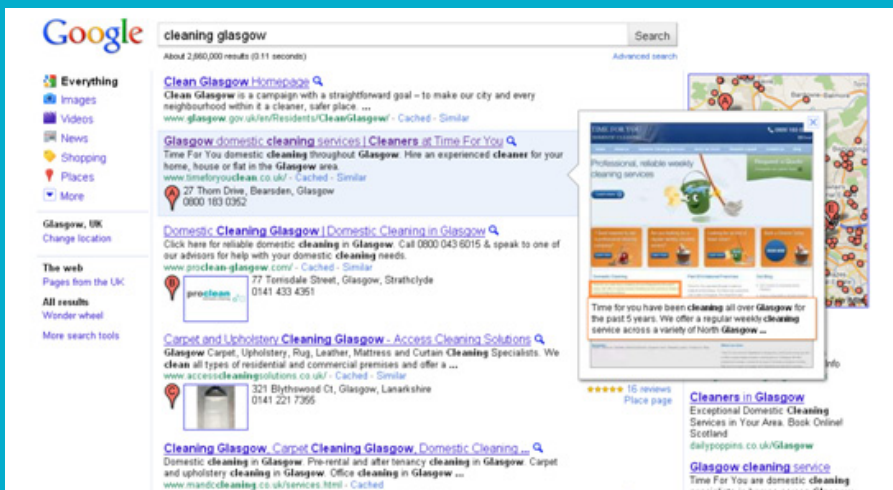
Results

The revised on page SEO elements resulted in a 426% increase in organic traffic within the period of one month. Inbound links also increased by 145% as a result of the link building strategy.

Traffic growth over 3 months



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The significant rise in organic traffic was attributed to the fact that Time for You had a first page ranking in Google for a number of Glasgow qualified search requests such as 'Cleaning Glasgow'.

A clear return on your investment

By creating a marketing optimised web presence for their local market, Time for You have been able to increase sales leads and customers wins as well as increase brand visibility through Social Media channels and a blog.