

A small decorative bar chart with three bars in pink, orange, and blue.

## Driving new business and increasing the online presence of Aquaneed



Since 2001 the company has worked in the elderly care sector, as well as in the construction industry. Aquaneed met the growing demand for practical bathroom solutions to satisfy the needs of the disabled and elderly.

The company are fully approved and accredited with CHAS, Constructionline, Trustmark and endorsed by Which? Trusted Traders.

They work with local councils and individuals to install bespoke showers and bathrooms for the elderly and disabled.



## THE GOAL

Aquaneed generates most of their business from referrals and from local housing authorities. It did not develop its position as a premium bathroom installer for less mobile from self promotion and online presence. The founder Richard Caddle looked to :

- Increase the online presence of the company
- Secure its online reputation
- Reach a new clients
- Attract individuals to the brand
- Be present in the places where the competition where generating business

## DATA

- Website - No Top 20 keyword rankings
- Domain Authority 18
- Facebook - low engagement
- Lead generation - zero lead generation





## MARRDIGITAL INTERVENTION

- Competitor analysis
- Strategy developed
- Decision to target Search Engine Optimisation
- Facebook page
- Google advertising for lead generation



## COMPETITOR ANALYSIS



This resulted in a decision to concentrate on 10 keywords that would drive targeted traffic to Aquaneed.co.uk. Marrdigital forecasted page one positions and ranking above competitors. We also identified the terms competitors were using in Google paid search



## STRATEGY

## AQUANEED WEBSITE



- On page optimization
- Back link profile enhancement to make the site stronger in Google
- Blog posts written and outreach undertaken to have these featured on external websites
- Blog posts and articles placed on Aquaneed.co.uk growing the website and content distributed to Facebook

## FACEBOOK PAGE



- Branded images created inline with the Aquaneed brand
- Videos creation – guides, information – non self promotion
- Articles and content, information, guides, tips and advice
- Engagement with other accounts
- Aquaneed page joined relevant groups



## LEAD GENERATION

Creation of a bespoke campaign landing page. Highly targeted Adwords campaign with

- Set locations around business address
- Set times according to customer service availability
- Phone call campaign
- Landing page campaign



## The Results



**Richard Caddle**  
Founder Aquaneed

“MarrDigital transformed our online presence and helped us get our message across to a highly targeted audience. Our website is now in the top 20 results for highly targeted terms our clients use. What’s more they taught our in-house team methods to generate engagement in social media. Facebook videos and imagery really helped our brand image”

## DATA

### WEBSITE PERFORMANCE

- Domain Authority from 18 to 24
- 30 keywords indexed in Google
- 20 keywords in top 20 results
- 10 keywords in top 10

### ADWORDS LEAD GENERATION

- Request a free brochure campaign landing page
- Quality score given by Google 9/10 (higher relevancy of page higher score= less CPC)
- CPA reduction each month
- Phone call campaign resulted in the lowest cost per lead for the company
- Sales increase