

WebWizards.NZ - Client Case Study

Client – Supreme Products – SPL Limited

When it comes to washrooms, SPL know their stuff!
They've been supplying quality washroom equipment, with industry leading support and service for over 20 years.

SPL design and manufacture their own range of products in Cambridge and have established partnerships with world class leaders in the washroom sector, ensuring the best and latest washroom products are available in New Zealand. Their customer services team are well informed and offer honest advice, friendly service and prompt, efficient delivery nationwide.



www.splwashrooms.co.nz

History

SPL has been a client of WebWizards since November 2016. Their website was previously not working well for them - they weren't receiving many enquiries; they also had a very high (95%) bounce¹ rate from their existing AdWords campaigns, so money was going down the drain. SPL couldn't track how people were interacting with the website or see how AdWords was performing as the AdWords and Analytics accounts weren't linked. Their previous AdWords consultant was not Google certified, they had no strategy set up and weren't able to test results. There were no checks done to see if AdWords was running efficiently.

¹ a bounce is when you spend a few seconds on a web page then hit the back button

Objectives – Connections with new customers and improve website engagement

SPL wanted to reach more customers and get more visitors to its website through organic search results and via Google AdWords search advertising campaigns. They also wanted to be able to track how people were interacting with the website and get more people interacting – ultimately to drive more sales.

Goals

People are researching products and making decisions online more than ever before, and they expect to be able to act on their decisions online as well. They are looking for companies that can meet their needs with high quality products and great services

We wanted SPL to be seen in search results at the right moment in time to reach new customers and drive sales enquiries.

Our main goal was to achieve better performance with both paid and organic search results.

We wanted to make sure that every dollar SPL spent in AdWords was being used in the most efficient way and that we showed up at the right time in search results when people were researching, or looking to buy SPL's products.

To gauge our performance, we wanted to do the following:

- Generate more traffic to the website
- Track and Increase Website Interaction Rates
- Increase AdWords Traffic but not the cost
- Lower the AdWords Bounce Rate

Strategies

We audited the website and based on our findings were able to provide technical advice to SPL's website developers for better website structure, feature improvements and standards compliance.

We provided training to SPL staff on best practices for search engine optimisation and content creation to increase organic traffic; specifically, content to help target people at the research and purchase phases of searching.

We also set up advanced interaction tracking using Google Tag Manager and set up relevant goals and KPI's in Google Analytics to track the success of the website – we linked these through to Google AdWords so everything could be tracked and managed.

Because the existing AdWords account was "a bit of a mess", we set up a new AdWords account, and structured SPL's login so they could view both old and new AdWords accounts. We optimised the new account to align with Google's best practices and used the new AdWords features that were not enabled in the old account.



<https://webwizards.nz>
Certified Google Partners



After analysing SPL's website data in Google Analytics, Google AdWords and Google Search Console, we cross-referenced both paid and organic enquiry statistics and were able to determine existing keywords that delivered quality leads for the business.

We also performed keyword research and search trends analysis to pick other terms and phrases that would send better qualified traffic to the website. We determined many search terms that triggered their ads where the intent of the searcher didn't align with our goals, these we added as negative keywords to prevent our ads showing unnecessarily.

Overall Results:

- ✓ 1377% Increase in Organic Traffic
- ✓ 211% Increase in Direct Traffic
- ✓ 104% Increase in Trackable Events*

AdWords Results:

- ✓ 255% Increase in AdWords Traffic
- ✓ 1205% Increase in average Click Thru Rate
- ✓ 52.6% Decrease in Bounce Rate

* *Trackable Website Events = events tracked through the website (e.g. click to call, click on email, contact form filled out, file downloaded etc). We cannot track if a customer directly dials a phone number or types an email, so actual conversions likely to be higher.*

Client Review: We highly recommend Scotty (from WebWizards) and his extremely knowledgeable expertise in Google Analytics, Google AdWords and websites that work!

We were spending \$400 p/m on Google AdWords and we had no idea what our ROI was.

We were getting the odd enquiry from our website, but we couldn't track where those enquiries came from.

Since implementing his Google "best-practice" systems and Google AdWords THAT WORK, our website is now getting daily enquiries, our sales on some products have doubled and we're getting more leads than ever before...

AND we're only spending half of what we were on Google AdWords!

Another exciting thing is we can track what our users are doing, so now we know where to focus our efforts.

Our website is our biggest marketing tool, so we couldn't be happier!

Jess Abbott - Sales & Marketing - SPL Limited

The Home of Supreme Hand Dryers and Designer Washroom Equipment

www.splwashrooms.co.nz

Why choose WebWizards?

We are Badged & Certified Google AdWords and Analytics Partners with 15+ years' experience with website development, website optimisation and digital marketing. For AdWords, we offer you:

- Best Practice Account Setup and Maintenance
- Regular Account Auditing
- Regular Maintenance (if required)
- No Fixed Contract – we won't lock you into a maintenance contract you don't need
- Reporting on the actual search terms that trigger your ad

Unlike other agencies, we will give you access to your AdWords account, which gives you the option to learn AdWords basics:

- Manage your own budgets,
- Pause ads when you want to and
- See & understand exactly what we are doing for you.

Or we can manage the whole account on your behalf

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Let us work our magic for you...

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