



GEM Vending is a leading vending machine supplier, boasting more than 40 years industry experience. They employed Hallam to **improve their organic search rankings** so they could decrease their paid search spend.

“ We’re thrilled with the results Hallam has achieved for us. Our **search rankings have improved dramatically**, meaning we were able to reduce our monthly spend on paid search methods. Our **local profile** has improved too thanks to our new Google Plus page. ”

Nicola Hill, Sales and Marketing Director,
GEM Vending

Client Background

GEM Vending is a leading vending machine supplier with over 40 years industry experience, based in the East Midlands.

Having updated their website some time before, GEM relied heavily on paid search (PPC) for website traffic. They wanted to shift away from this reliance by improving their *organic* (or non-paid) search rankings.

In May 2013, GEM Vending employed Hallam to review their current website and paid search strategy and to implement an SEO plan which would boost their search rankings and increase organic traffic levels to their site.

Key Facts

- **32% increase in organic traffic** in the 6 months after Hallam was employed compared to the previous year
- **36% increase in average visit duration** and 17% increase in pages per visit across all traffic, indicating a much improved level of user engagement
- **Reduced reliance on paid search techniques** in favour of non-paid search techniques.
- **Ranking in positions 1 and 2** for all targeted keywords, including *vending machine hire, rent vending machine uk* and *nottingham vending*.

The Business Challenge

- ✓ Review and provide recommendations for an established website
- ✓ Deliver a targeted SEO campaign to drive *organic* traffic to the site
- ✓ Set up Google Analytics correctly and provide insight and interpretation of data on a monthly basis

How Hallam Helped

Hallam delivered a detailed review of the GEM Vending website and identified a development error which, once rectified, improved both the user experience and search rankings of the site.

On-page optimisation provided the foundations for strong rankings in the Google search results.

A comprehensive SEO plan followed, focused on optimisation of assets, including YouTube videos and imagery, improve social presence through Google Plus and high quality link building.

The Results

The SEO campaign has delivered a 32% increase in organic search traffic year on year, thus reducing the reliance on paid search techniques.

This has resulted in a reduced spend on monthly PPC campaigns whilst improving the brand's visibility for key search terms such as *vending machine hire*.

High quality link building has also improved the site's visibility and has also supported the company's 'healthy vending' initiative through added promotion.

“ We've **worked with Hallam on multiple occasions** and wouldn't hesitate to recommend Susan and her team. ”

Nicola Hill, Sales and Marketing Director,
GEM Vending

Find out more.

Call us on 0800 622 6100 or email info@hallaminternet.com for more information on our SEO, PPC, social media, email marketing and digital strategy services. You can also get more information about us at www.hallaminternet.com or follow us on Twitter @hallaminternet.