



## betterlanguages



**betterlanguages** is an award winning translation services company. Their digital marketing goal was to maintain and improve existing traffic levels in a highly competitive market, and target new high value project work.

*“We have always had excellent service from Hallam, and have no hesitation in recommending them to other businesses.”*

Mike Hunter, CEO,  
*Betterlanguages.com*

## Client Background

betterlanguages is a translation agency offering translation services between English and all the major world languages. They specialise in high quality, customer-focused translation for many technical areas and clients include Mothercare and Experian.

Having launched a new website, they wanted to ensure the site was well optimised to retain their existing traffic, whilst also seeking guidance on new opportunities to entice new, high value clients.

betterlanguages has worked with Hallam since August 2012, with a full service remit including SEO, PPC, social management and Analytics.

## Key Facts

- More traffic means more enquiries: betterlanguages have benefited from a **52% increase in traffic** year on year, and significantly more enquiries from the “right” kind of customers.
- **32% increase in organic search traffic** year on year, primarily for variations of the phrase “translation agency”.
- **162% increase** in paid search traffic year on year.
- **162 new website leads in 12 months.**
- Won **Online Business of the Year** at the Nottingham Business Awards 2013. Speaking of the award, Mike Hunter said “A significant part of our success is attributable to Hallam as a supplier.”



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## The Business Challenge

- BetterLanguages had a strong digital presence, but lacked the internal resource to manage the wide variety of digital activities they wanted to address.
- They wanted to reach new markets for specific translation services.
- A new website was in development and they specifically needed an SEO strategy.
- Translation is a highly competitive industry, and BetterLanguages wanted a better understanding of their competitors' digital marketing activity.

## How Hallam Helped

Hallam provided a detailed **review of the new Betterlanguages website** prior to launch, and **working alongside the web developer**, provided a specific set of recommendations for areas for improvement.

A comprehensive **Competitor Analysis report** gave a better understanding of their main competitors' keyword strategies, traffic levels, and social activity.

Having a strong understanding of BetterLanguages' business proposition, Hallam created highly **targeted PPC campaigns**, improved their social presence, and fully optimised their site for high rankings in the search engines.

## The Results

BetterLanguages are now receiving more enquiries, both via the form on the website, but more importantly phone calls from prospective clients who discovered them via search and their website.

The successful SEO campaign means Betterlanguages now appear at the top of the search results for their 5 primary "translation" keywords, as well on the first page for a wide range of other phrases.

The digital marketing campaign has delivered a 52% increase in organic traffic year on year.

*"As an internet based business, a successful website is critical. Hallam have helped us improve the SEO of our site, and run a successful Adwords campaign."*

Mike Hunter, CEO, BetterLanguages

## 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**.



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