

BFT

BFT is a leading provider of automated access solutions including electric gates, barriers and bollards. Hallam's digital marketing service is helping them obtain more quality leads from residential and commercial users through their GateQuote site.



Be ahead

BFT Key Facts:

335%

Increase in organic traffic

519%

Increase in qualified leads through the website

161%

Increase in AdWords conversion rate



I have relied heavily on Tom and he is a great help to me. Without him it would have been a nightmare! He is always on the end of the phone and happy to answer my questions. Hallam have increased our site traffic and conversations hugely and these numbers continue to improve



Emily Thompson – Marketing Manager

BFT

The challenge

BFT got in touch with Hallam to help them recover from a Google penalty that resulted in a severe loss in traffic from the search engines, and a corresponding drop in the number of leads they were getting. The BFT website was lacklustre and didn't create the right impact that is key to driving enquiries and leads.

The team at BFT were buying traffic to their site by advertising on Google AdWords, but their poorly performing website meant they were attaining a very low return on investment.

Our approach

Hallam conducted a review of the site to identify opportunities to drive leads. This resulted in working with BFT to develop a new site with a focus on delivering a better user experience and driving more leads from visitors.

To recover search traffic and rankings, Hallam initiated a campaign to remove unnatural external links pointing to their website and developed a new high quality landing page content.

A review of BFT's AdWords account was also undertaken to improve ad text and keyword targeting. They also implemented new paid search techniques, such as remarketing, to drive more clicks and conversions.

The results

With Hallam's expertise, BFT has not only recovered search visibility but has **more than tripled the number of organic search visitors to their website** in just a year.

And by optimising their AdWords text ads and introducing remarketing, BFT has experienced a 94% increase in clicks, a 51% improvement in click through rate and a 161% increase in conversion rate. Additionally, their average AdWords cost per lead has been reduced by 70%.

