

GEM Vending

GEM Vending is a leading vending machine supplier, boasting more than 40 years industry experience. They employ Hallam to improve their organic search rankings in order to reduce their reliance on online paid advertising for new business leads.



GEM Vending Key Facts:

525%

Increase in organic search visitors to the website.

19%

Of all the company leads are now coming through online channels.

£42,000

Cost savings per year by focusing on organic traffic compared to equivalent cost of PPC.

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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. I am happy to recommend the experts at Hallam Internet.



**Nicola Hill – Sales and Marketing Director
GEM Vending**

The challenge

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

The marketing team at GEM recognised the importance of Internet lead generation. But without good rankings in Google, they had to rely heavily on paid search (PPC) in order to get the right kind of traffic for lead generation.

The management team had set the goal of reducing their risk of exposure to the cost of Google advertising, and most importantly creating a positive return on investment on their proposed marketing spend.

Our approach

The team at Hallam designed and delivered a comprehensive **SEO strategy** including a review of GEM's current website and identification of the keys barriers to success that were stopping the website from ranking well.

The SEO strategy also included a drive on optimising GEM's existing assets including YouTube videos and product imagery.

As the number of leads started to rapidly grow, Hallam created a business case justifying the cost of developing a new website. The GEM marketing team benefited from Hallam's support every step of the way, from development of the site architecture to migration to the new hosting service.

The results

GEM Vending has reached their goal of eliminating their reliance on paid search advertising. Their organic visibility now generates 19% of the leads coming into their business.

Calculating the equivalent value of their organic traffic, they would need to spend £3,500 per month in paid advertising for equivalent visitor numbers.

GEM recently launched a new search engine friendly and smartphone friendly website. With Hallam's support the potentially risky moment passed without hitch, and the website did not experience any fall in traffic or loss of leads.

525% increase in organic search traffic

