

Harris Balcombe

With over 140 years' experience, Harris Balcombe are the oldest and most prestigious claims recovery specialist in the UK. Hallam's full service digital strategy is helping them to achieve their new business lead generation goals.

Harris Balcombe
Recovery starts here.

Harris Balcombe Key Facts:

30%

Increase in traffic to their website, year on year.

34%

Increase in enquiries generated via organic search.

87%

Increase in website visits.

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We've been absolutely thrilled with the results Hallam Internet has achieved for us over the years. Nothing is too much for our consultant Ben even if it is not technically his "job description", and I couldn't be happier with what is being produced. I wouldn't hesitate to recommend Hallam Internet to other companies looking to grow their online presence.



Alex Balcombe – Director

Harris Balcombe

The challenge

With six branches, Harris Balcombe came to Hallam in order to reach a greater number of potential customers searching the web.

Harris Balcombe wanted to target potential based on perceived interest in their insurance assessment services, and were keen to form a long term relationship with a partner to help them do so.

Our approach

Hallam developed a search marketing strategy for Harris Balcombe, focusing on the areas that would give the greatest return in the shortest possible time.

We developed an **SEO strategy**, with the aim of driving increased traffic to the site via search engines such as Google.

We also developed PPC campaigns for the search, display, and Google shopping with a clear focus on maximising return on investment.

The results

With Hallam's expert guidance, Harris Balcombe have been able to generate more business online each year, and their website is now a vital source of qualified traffic and indeed leads.

Harris Balcombe have trusted Hallam to give them the expert advice required to maximise their visibility online since 2011. In 2015 Hallam increased the year on year traffic to Harris Balcombe's site by over 30%, and drove 34% more enquiries via organic search.

