

## IML Labels & Systems Ltd

IML are global leaders of high performance label printing, specialising in labels for tough environments. The IML website showcases the various applications of their products, and demonstrates the wide range of industries they work with.



### IML Labels & Systems Ltd Key Facts:

#### 9 #1 Phrases

Keywords now ranking number 1 organically in the search engine results pages.

# 52

The average increase in keyword rankings since the launch of the new website

# 8

Industry specific sectors being tracked using Google Tag Manager



We have a fantastic working relationship with Hallam Internet who goes the extra mile to support us as clients whenever we need it.



**Hayley Higgins – Marketing Manager**  
IML Labels & Systems Ltd

## The challenge

With the main IML International website and three separate industry-specific “satellite” sites, the team at IML were struggling to keep on top of online activity and measure success. Without any key performance indicators set up properly, it was difficult for them to see what was working and what wasn’t.

The main IML website included details of hundreds of label products, but wasn’t functioning well as a means of driving customers to pick up the phone or send an email enquiry.

The “satellite” sites worked well from a user experience perspective, but there was a concern that having these additional websites was diluting the brand’s online presence, and the maintenance of the sites was draining resources.

## Our approach

The first task we undertook for IML was a **migration review**. This involved analysing all of their existing sites, so that we could make an informed decision on the best way forward. The conclusion of this report was to develop a new website for IML, and merge all of the existing sites into one. This approach would enable IML to be stronger online, and manage their website more efficiently.

As a full-service client, we assisted with the development of the new website from keyword research and SEO, to content writing and design input. We have also provided social media training and developed a Content Marketing strategy for IML.

Once the new website was launched, we worked with IML to reflect on the user actions we could track to measure its performance. We set up a Google Tag Manager account to track a range of conversions on the website including email address clicks, software downloads and phone number clicks..

## The results

Using Google Tag Manager to track online conversions has enabled IML to get closer to their customers and understand the data from the new website.

Tracking industry-specific email address clicks, for example, allows them to measure exactly where online enquiries are coming from and **break down new leads by sector**.

The optimisation work undertaken during the development of the website has led to an impressive **boost in rankings** for many important keywords, with many now rankings number 1 organically.

The improvement in rankings has also driven an **increase in traffic**, with 20% more organic visitors to the site year on year.

