



Case Study: Sussex Screen Printing / Superb Stickers

Background:

Sussex Screen Printing is a screen printing company based near Bognor Regis in West Sussex. They supply screen printed labels, graphic overlays, membrane switches & embossing for industrial use as well as stickers and promotional printing for commercial use. In the autumn of 2010 they launched a dedicated stickers website called Superb Stickers.

Objectives:

Sussex Screen Printing needed to generate more business due to the downturn and decided that the best place to find new business would be to improve the visibility of their website on the internet. They decided that search engine optimization would be a better option than printed advertising, which they'd tried in the past.

Solution:

Forty First worked with Sussex Screen Printing to optimize their website and help them to improve the content on their existing site to gain new leads and enquiries. Following on from that Sussex Screen Printing decided to set up a dedicated website for the stickers side of their business, which was launched in September 2010. This site was also optimized for the search engines and a Google Adwords campaign was set up to generate new enquiries soon after launch.

Results:

Following the optimization of the Sussex Screen Printing website, the number of new leads in the first couple of months was more than they had received from their website in the last three years. The results from the Superb Stickers website have been 'outstanding' with the Adwords campaign being stopped after a couple of months due to the success of the company's natural search rankings. The number of visitors to the new site went from zero to over 600 visitors in 2 months.



"The results Sam has gained for us are outstanding. We have been in business for over 18 years and the optimization work done to our website has been the best value for money we have ever spent in comparison to any form of advertising in the past. Sam surpassed our expectations in her professionalism and how she approached the project. The service was thorough and explained to us clearly so we had no doubt in our minds as to what to expect from the campaign. We wouldn't hesitate to recommend Sam to other small businesses."

Adam Bardin, Director, Sussex Screen Printing
www.sussexscreenscreenprinting.co.uk
www.superbstickers.co.uk

