



PART OF CEUTA GROUP

CASE STUDIES & WHAT OUR CLIENTS SAY ABOUT US

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As one of the most recognisable motoring brands in the UK, Kwik Fit is at the forefront of the industry. Whilst an enviable position to be in, there is always competition and it is vital that they remain at the pinnacle.

Over the last six months of 2017 we not only exceeded all seven targets set by the brand, but we also ran an ad hoc social media campaign which proved to be their most successful ever. Here's how we did it.

HOW WE HELPED

Click Consult was approached by Kwik Fit to create a new organic search campaign focused around car safety and preparing your car correctly for journeys. Our aim was to develop a unique link building and social engagement campaign.

We created a campaign looking at what areas of your car to check before heading on a long drive. This required online influencers and bloggers to write about how to check your car and prepare for a long drive. This could include checking oil levels, windscreen wash, checking tyre tread, or making sure all brake lights and headlights work correctly.

As with any campaign there has to be a clear set of objectives and they depend on two things:

- what we feel will make the greatest difference to the business
- what is achievable in terms of budget and timescale

In such a competitive market, where Kwik Fit is already a leader, we knew that we needed a bespoke campaign to solidify this position and we had to open the company up to other potential audiences.

In line with our meetings it was agreed that we would look to increase the following seven areas for Kwik Fit:

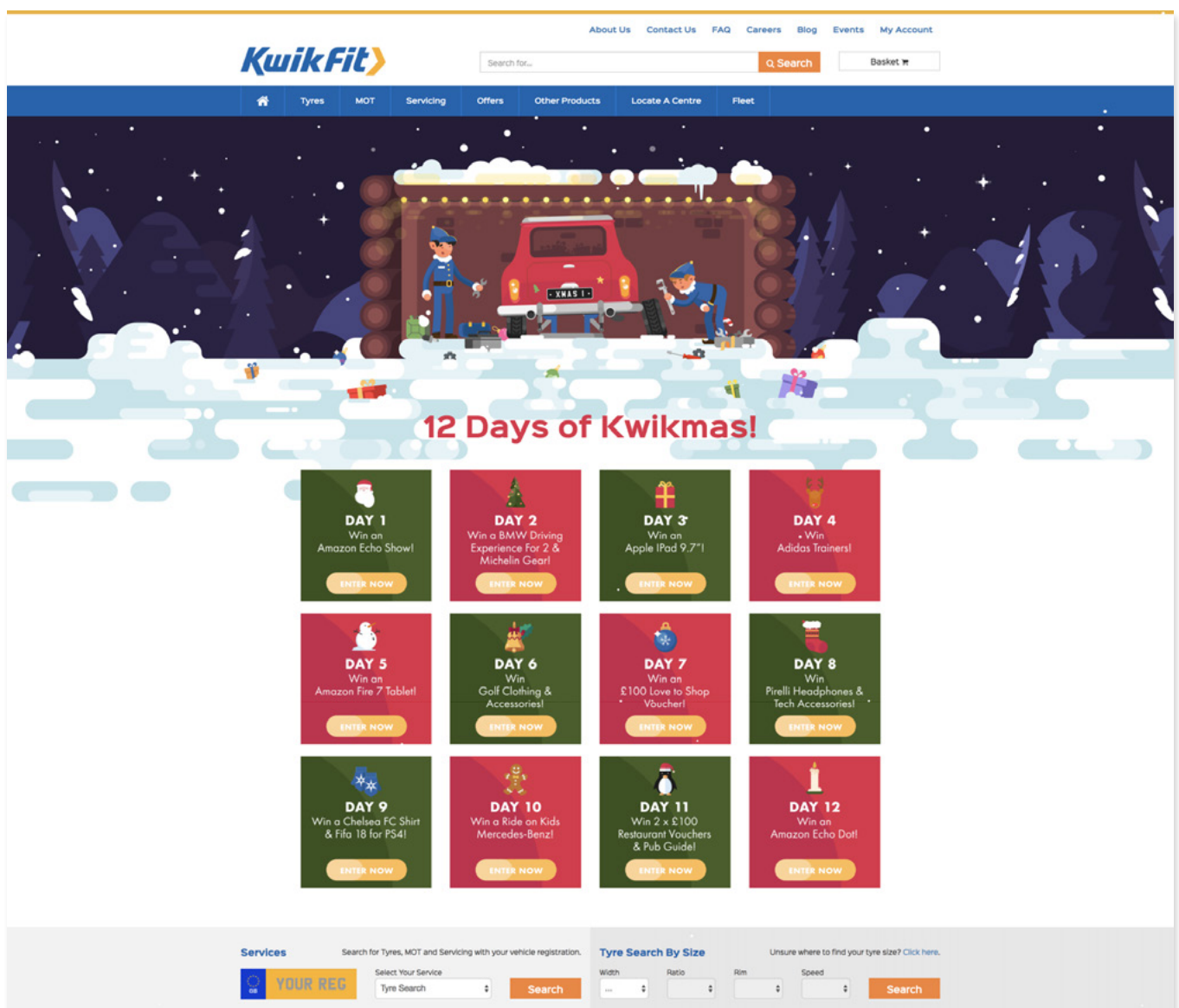
- Organic Sessions
- New users
- Conversion rate
- Revenue
- Actual order value (AOV)
- Keyword rankings
- Average Domain Authority (DA) of new links.



Our aim was to increase awareness of the Kwik Fit brand, and to support Kwik Fit's SEO presence for certain products and webpages, mainly tyres, batteries, MOT and servicing. We looked at on page optimisation of the existing content to help visibility as well as creating the following assets to build the link profile:

- Content and design for 1 x 15-page eBook
- Blogger fact sheet x 1
- Social images x 10 optimised for Twitter and Facebook

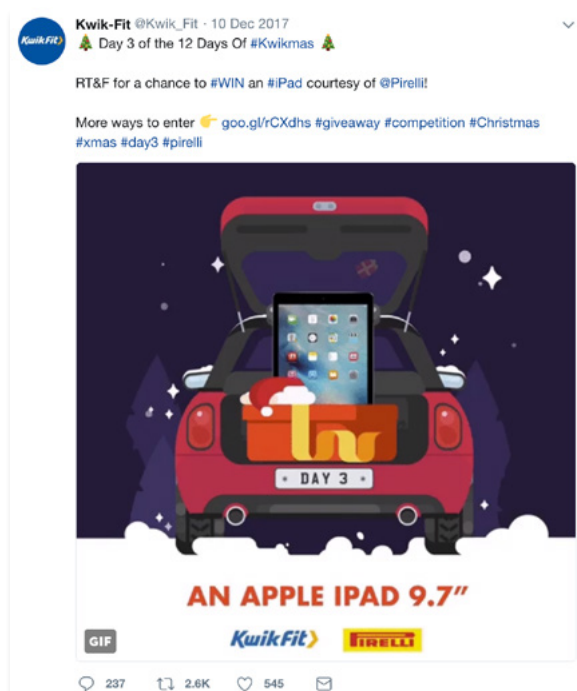
As a result of early performance, we also took on a social media campaign with a view to boosting the brand's visibility in month five of the six month contract. This campaign included the content curation and design of 12 bespoke social posts revolving around Christmas or #Kwikmas. We initiated a series of 12 GIFs in which entrants could win a selection of presents. The animation proved a huge hit with 22.8k shares and 5264 likes on Twitter alone.



The previous image, showing the campaign's homepage takeover of the Kwik Fit website, has seen us win yet another contract to produce a similar campaign for Easter 2018.



The following images highlight some of the social shares that we posted. All 12 days of the campaign had good traction and were a hit in terms of views, shares, likes and retweets.



At the start of any campaign you really have to understand where the business you are working for sits within their market. We conducted both a full site audit, looking for keywords and links and checking the profile of them as well as running a full competitor analysis. Our in-house [suite of tools](#) helped us to identify any keywords that might have significant volume which we should be targeting and also pointed out poorly performing keywords to exclude. There was not only a link building strategy in place but an on-page optimisation strategy. We also had involvement with design and social media.

- Click created a 15-page eBook for Kwik Fit that acted as a downloadable checklist for drivers to use before they head off on a long journey. The eBook was useful for those who travel often, or for those who travel on long journeys.
- The campaign was shared with family and parenting bloggers, lifestyle bloggers, automotive blogs and any other relevant websites with a Domain Authority of 20+, 35+ or 45+.
- The bloggers created unique content about the sort of checks you should be making as well as why it is important to make them. There was lots of variety within the posts. Some bloggers wrote about how the checks are an important step to keeping your children safe while on the road, others talked about keeping other road users safe and some talked about their own personal car safety check routine.
- The campaign keywords were all brand focused, eg Kwik Fit, kwik-fit.com or www.kwik-fit.com. The links went to either the homepage or relevant services pages, eg tyres, MOT, or battery.
- A total of 94 links were earned.
- A social launch plan was provided for Kwik Fit to use on their social channels. This encouraged the use of the hashtag #CarSafetyChecklist and encouraged bloggers to tag Kwik Fit in their social posts.
- A social listening stream was set up to monitor the use of the hashtag, and campaign-related mentions.



The campaign was created to target the following primary keywords:

- Kwik Fit
- Kwik-fit.com
- www.kwik-fit.com

The campaign created a natural link-building pattern to support SEO around these search terms. We contacted bloggers who showed an interest in cars, or bloggers who owned cars.

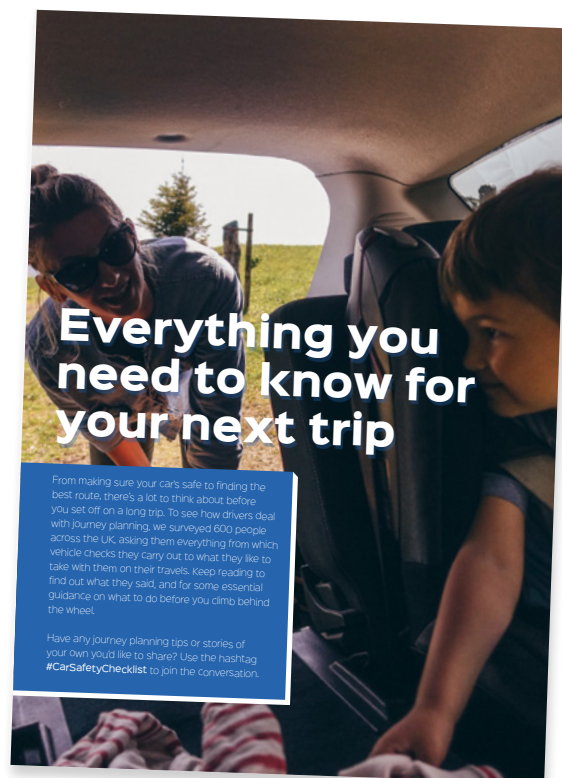


We had a high volume of bloggers interested in the campaign. Many of the bloggers wrote about how to check your car, what to check for, and how important it is, especially if you have children in the car. We also contacted some parenting bloggers who could write about things such as having a legal booster seat, etc.

The variety of content was good, and demonstrated the amount of ways the campaign could be taken. Because of the variety of blog categories we could target, we got a wide variety of content on a range of sites, therefore reaching a wider audience.

To further engage the bloggers' audience, they were encouraged to add a second link to their post. Click produced a 15-page eBook that could be downloaded from the link embedded in the blog posts. The asset was there to support the content, and also to make the campaign more shareable online. The audience was able to fully engage with the post because of the eBook. However, if they did not wish to include it for any reason, we encouraged posting that looked natural and in-keeping with their blog theme. We also asked them to ensure their content was in-keeping with their current audience.

We identified high Domain Authority bloggers for this campaign ranging from 20+, 35+ and 45+, which resulted in a high level of link building, supporting the Kwik Fit brand and online presence as a car servicing and car parts supplier company.

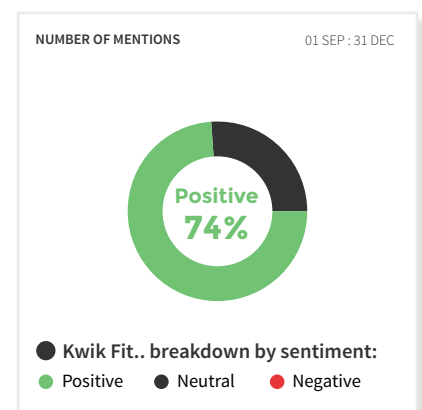


THE RESULTS

TARGET	ACHIEVED
Increase Organic Sessions	+10%
Increase New Users	+14%
Increase Conversion Rate	+17%
Increase Revenue	+23.2%
Increase AOV	+7.77%
Increase Keyword Ranking	+44%
Increase Average D.A	+9.39%

45% of social accounts using the bespoke hashtag #CarSafetyChecklist on social media came from accounts with a large following of over 10,000 followers, which really helped with the final impressions. There was no negative sentiment for the campaign, and was 74% positive. The 26% neutral sentiment came from retweets.

In terms of the outreach part of the project Click created this campaign for Kwik Fit in order to increase brand awareness, improve site rankings and build natural links to the Kwik Fit site.



All 94 links have been successfully posted and are live on the bloggers' websites. They are across a range of Domain Authorities and have an average of DA 36. Throughout the campaign period, the team monitored the rankings for targeted keywords and we are pleased to see improvement for many of the phrases.

The campaign was received well by the target audience. This is apparent from social engagement results of a million impressions and 100 mentions, which came from social influencer accounts with a large following of over 10,000 followers.

The campaign was successful in achieving campaign objectives, raising awareness of the brand across social and supporting SEO activity. All of the links that were promised pointed to one of the target URLs and the wider scope of improving keyword rankings for certain terms proved fruitful. At the start of the campaign they asked us to look at 12 of the most competitive terms in a competitive market and improve them.

At the start of the process they didn't rank in P1 for any of the terms and they felt that this was putting them at a disadvantage. Looking at the table below you can see that this campaign delivered improvements in 11/12 keywords (+91%) and that all 12 (+100%) improved into the top five positions. We also garnered 4/12 keywords in P1 (+33%).

KEYWORD	Avg. Rankings		
	BEFORE CAMPAIGN (AUGUST)	CAMPAIGN END (DECEMBER)	CHANGE FROM START
exhausts	3	1	2^
van battery	6	3	3^
mot test centre	7	1	6^
book mot online	4	3	1^
book mot	5	3	2^
car servicing	2	1	1^
car service	3	2	1^
oil change	3	1	2^
cheap tyres	7	4	3^
new tyres	6	5	1^

This is without a doubt one of the best performing, short term, campaigns we have ever ran for a client and has led to future projects and increased budget. They were so impressed with the work that we had done on the account and the results that had been returned. Kwik fit then decided to look at our other specialisms, including paid search (PPC) and more specifically our in-house PPC support package.



feed **TRAX**
pro **TRAX**



We also understood the problems they faced for managing their PPC accounts but acknowledged their wish to keep it in-house. We looked at how working with our 15 bespoke PPC tools they could:

- Keep up to date with the fast moving industry.
- Benefit from knowledge sharing opportunities.
- Benefit from a more all-rounded approach provided by an agency with specialists in many areas.
- Improve efficiency.
- Peer review all work and reduce the likelihood of human errors.
- Cover holidays or sickness to prevent huge disruption to account management.
- Gain access to high level Google support and the latest betas befitting a Premier Google Partner.

Essentially, we filled the gaps and offered Kwik Fit the best of both worlds.



“

Click are experts in their field when it comes to search engine optimisation. Click have proven they can work with web sites of varying sizes and apply their expertise in a bespoke manner for the needs of the business in order to achieve results.

Andrew Lane, Kwik Fit

”



Part of a global movement for change, Oxfam seek to empower people to create a future that is secure, just, and free from poverty. Oxfam use a combination of public education, rights-based sustainable development programs, campaigns, advocacy, and humanitarian assistance in disasters and conflicts – they seek to challenge the structural causes of the injustice that is poverty, working with allies and partners locally and globally to change the world.

HOW WE HELPED

For the 'Dressed by the Kids' 2017 campaign, Click Consult was approached by Oxfam to build upon the success of the previous year's campaign and to promote awareness through social media, online influencers and blogs. Our expertise in creating and nurturing blogger relations, social media and video creation, meant we were perfectly matched to this challenge.

Our objectives at the start of the campaign were created after various meetings. We looked back on the campaign for the previous 12 months and as a result we were able to set new target for the 2017 Dressed by the Kids campaign. Below is a representation of the targets that were agreed and the actual results delivered.

THE RESULTS

The campaign was a huge success in 2017 and we saw an increase that nobody could have expected. Looking at the headline figures for the campaign in terms of the assets, bloggers and impressions, it is clear to see that the targets were surpassed. This has led to a huge increase in both the visibility of the brand and the donations.



**76,203,625 SOCIAL
MEDIA IMPRESSIONS
(AT TIME OF PUBLISHING
CLIENT REPORT)**



**IN INFLUENCERS
CONTACTED**



**INFLUENCERS
POSTED TWICE
THROUGHOUT
THE CAMPAIGN**



IN BLOG POSTS



How do you grow revenue and improve search visibility in one of the most fiercely competitive markets in the UK?

HomeLet is one of the UK's largest providers of home and property insurance, in the rental and landlord markets. They were striving to become the premier location for securing these finance agreements and, as a result, approached Click Consult to help them with their organic search strategy.

Following a competitive pitch process, HomeLet began a journey with Click Consult that has not only seen some great results but which has, in truth, surpassed all expectations.

HOW WE HELPED

When HomeLet approached Click Consult, they did so with ambitions to not only grow their online visibility but also their ranking for some of the keyword terms within their industry.

Knowing that this was going to be a challenge due to the competitive nature of the finance and insurance markets, we embraced it and dedicated every effort to helping them increase visibility, rankings on SERPs and the number of organic links to their website. If we did this, we knew that there would be an increase in sessions, revenue and ROI – all of which were unspecified but which were critical to the company's growth.

Strategy & tactics

HomeLet wanted to increase their branded audience by 50% in terms of organic sessions YoY. We smashed this target by creating the following:

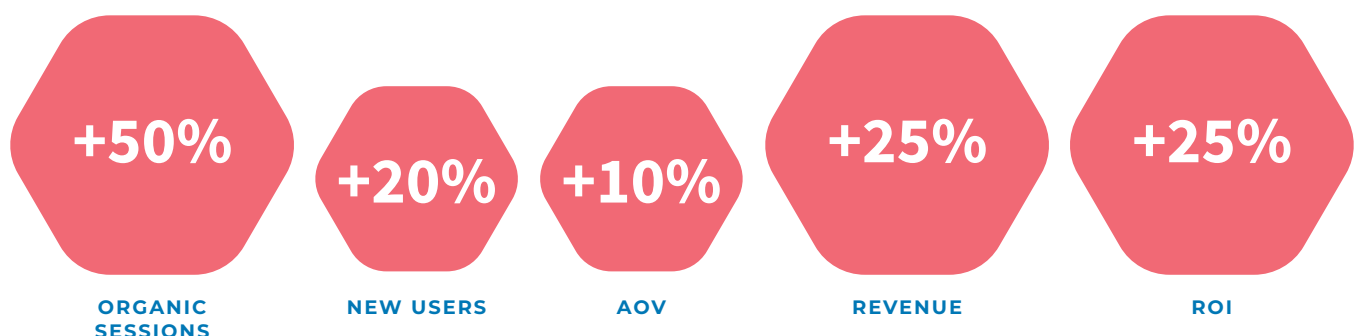
- A bespoke eBook
- Unique blogger badge linking to HomeLet
- Blogger fact sheet
- Content for blogger support

From an SEO perspective the strategy consisted of:

- A full site audit
- Competitor analysis
- On-page optimisation
- Disavowing 'poor quality/spammy' links
- Extending meta descriptions

Objective(s) & budget

At the start of this campaign we were set some pretty daunting targets. The reason that the targets were so demanding was that brands like Compare the Market and Gocompare were beginning to swallow up vast portions of the market. This was seen as business critical. HomeLet required increases in the following areas:



We shattered all of these targets, elevating HomeLet and ensuring a further partnership. Our work also meant that the visibility of the brand the Domain Authority of their website and their primary keyword rankings increased.

The rationale and relevance for this campaign were very important, and below is how we presented the strategy to the client. We promised to deliver on the following:

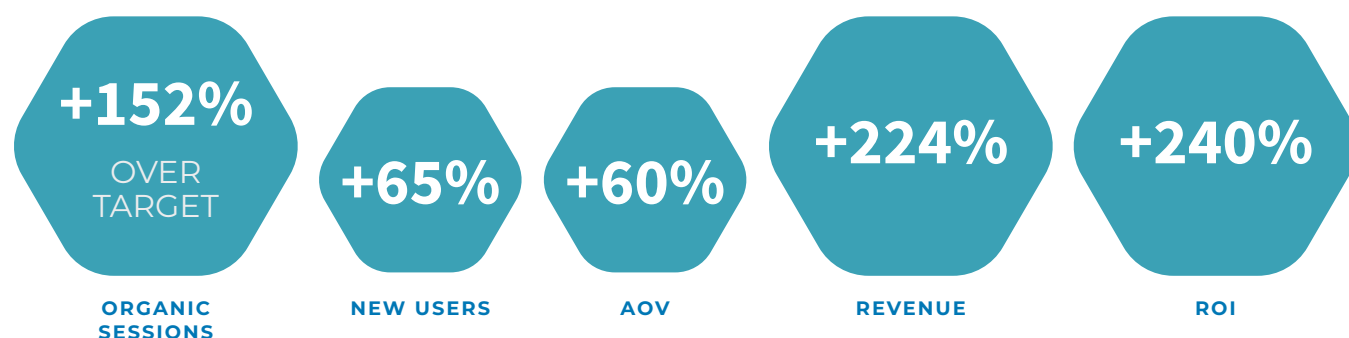
- To develop 20 back links to the home page of the website.
- To target UK bloggers and that the linking pattern would be appropriate to the brand.
- To create bespoke visuals that will be shareable and target appropriate.
- The link building pattern will be natural, with local bloggers and content pertinent to bloggers seasonal interests, priorities and importance thus ensuring it is of greater placement potential.
- The quality of the eBook will be high, as quality is of relevance to links.

RESULTS & EVALUATION

We took on one of our most difficult campaigns and tried to execute a strategy that would dislodge some of the biggest brands in the UK from ranking first in an ultra-competitive market. The below table shows how we improved year-on-year performance in every category.

Metric YoY Difference	
Organic Sessions	+126.1%
New Users	+33.7%
AOV	+16%
Revenue	+86.1%
ROI	+85%
Keywords Pos1-5	+131.25%

The figures highlighted are highly impressive, as are over-delivered figures. We promised a rise in the following areas and we beat all five targets by:



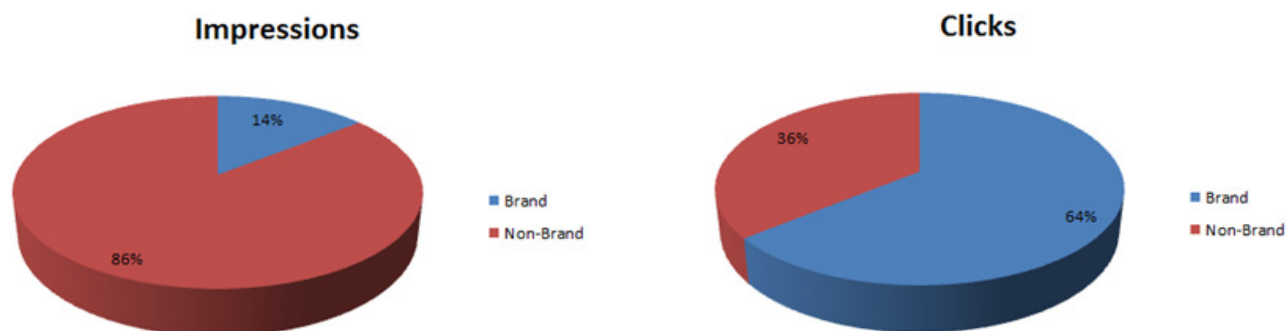
This meant that on average we over delivered on our promises by **148%**



One of the other metrics that we tracked over the duration of the project was the search visibility, the graph above highlights the continual growth over the workflow period. According to the figures that we pulled from Searchmetrics visibility when we took the campaign on had a score of 645 and by the end it was up to 2795, a 333% increase.

When we started this project, the split between the branded and non-branded click through rate was 48% compared to 52% and the number of impressions were split 91% non brand and 9% branded. This was an area that HomeLet wanted to target as they increased their audience. By utilising the bloggers and the assets that we created, as well as social media shares, we knew that it was possible to increase sentiment and loyalty and that people would actively search for HomeLet instead of just generic insurance terms.

Following the first six months of the campaign, the figures were beginning to change and, by the end of the workflow, branded clicks were up to 64% and Impressions were at 14% representing a huge increase.



We also tracked visibility throughout the campaign and following the placement of all links the visibility of the brand started to soar, rising 65% in the final three months of the workflow.

In correlation with the organic traffic that the home page received, there was a similar chart to show how revenue improved. These results had a direct impact on the business and places them in the same bracket as their main competitors, in most cases surpassing them.

The results for this project speak for themselves, we have smashed every target that was asked of us and have successfully placed the brand at the top of their market. This doesn't mean our work is done though, here's what the team at HomeLet had to say:

“

Click considers our market and keep our commercial objectives at the heart of what they do. They create effective campaigns that drive results.

HomeLet

”



**WEB DESIGN &
DEVELOPMENT CASE STUDY**

AZURE

journey our world of luxury

Azure Collection is one of the UK's leading independent travel agents. The team at Azure Collection are passionate about travel and dedicated to making sure that guests have the perfect holiday every time. Operating 24/7 - 365 days of the year, their website is at the heart of what they do and that's why they partnered with Click Consult on the launch of azurecollection.com

SCOPING AND DISCOVERY PHASE

Azure Collection required a website that would run across all browsers and operating systems (OS). The purpose of the website was to allow users to interact with the Azure Collection portfolio of holidays and to get in touch if further information is needed or to book online.

The new site was to fit the following brief and have the following components:

- Built in Magento 2.2
- Have a dedicated site structure – based on client expectations and SEO audits
- Have a fully responsive design for Desktop, Mobile and Tablet
- Top level navigation built with JavaScript in mind
- Advanced filtering
- Video integration
- Social integration
- Downloadable PDFs
- Live chat
- Pop outs
- Suggestive search
- Contact form

SITE BRIEF AND SPECIFICATION

Another important feature of this site is that it has a fluid CMS that can be edited quickly and easily by the site administrators. We had to make sure that changes and edits could be made to the following areas:

- Home Page
- Category Page with filtering
- Search Results Page
- Destination Page
- Tailor Made Page
- Product Page (Hotel)
- Generic Content Page
- About Us Page
- Contact Page
- Blog Category Page
- Blog Post Page

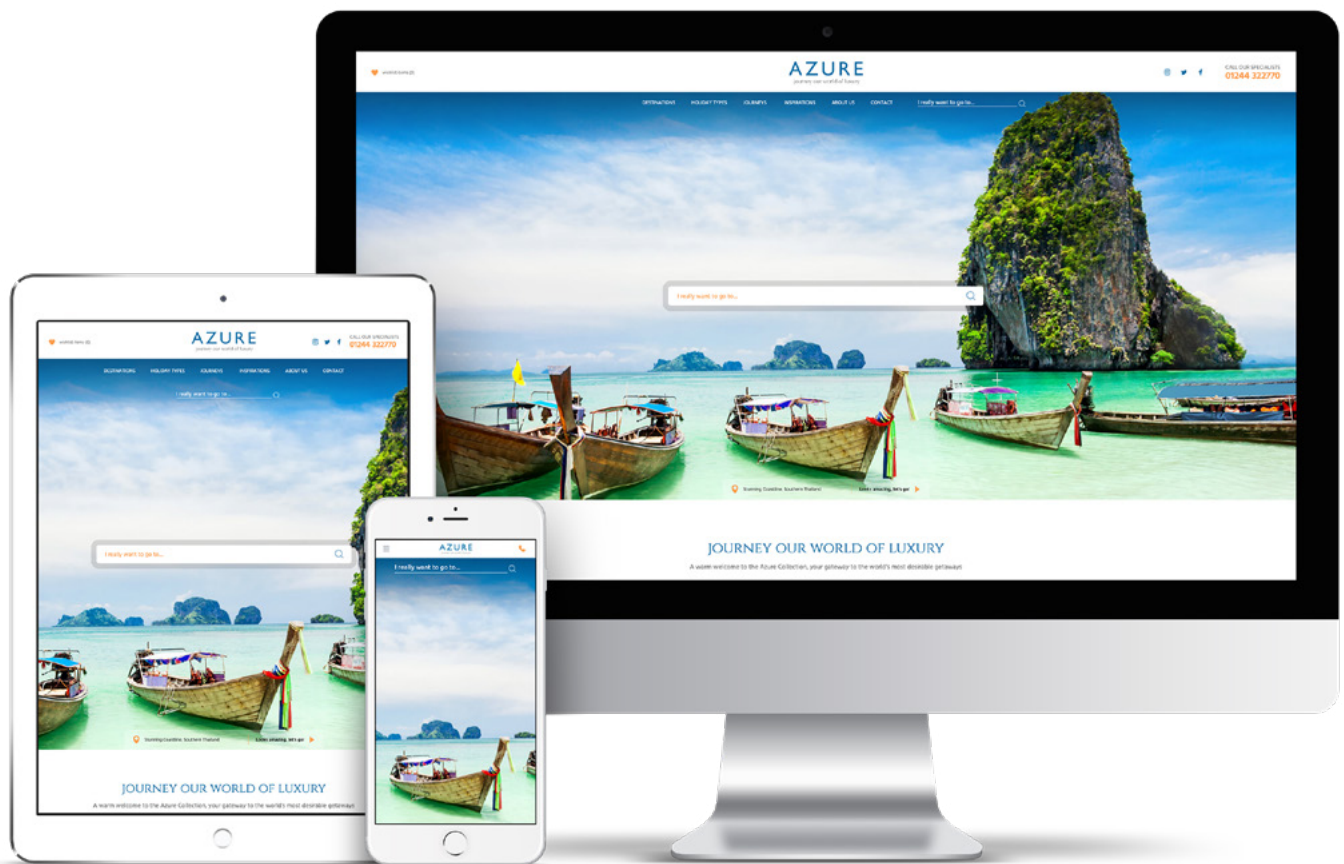
Some of these areas such as the Home Page, had many editable components such as sales banner text, text fields, exclusive holidays, tailor made holidays, USPs, destinations, traveller's journeys and a section for traveller's stories. This level of detail ensured that the site was best prepared for optimum performance.

HOW WE HELPED

To meet the objectives of the client brief, we took a systematic approach with various teams involved. This allowed us to cover all bases and make sure that we had the correct areas of expertise pulling together with the final goal of achieving all of our targets.

VISUAL DESIGN AND INTERACTIVE PROTOTYPES

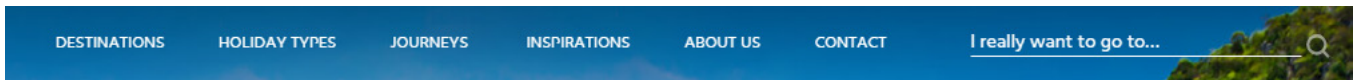
The site was built, as promised in Magento 2.2 and had a fully responsive design. We ensured the user experience across desktop, tablet and mobile was consistent and recognisable and that all future devices would be covered. We achieved this via a fluid approach, using percentages rather than fixed width break-points in the HTML.



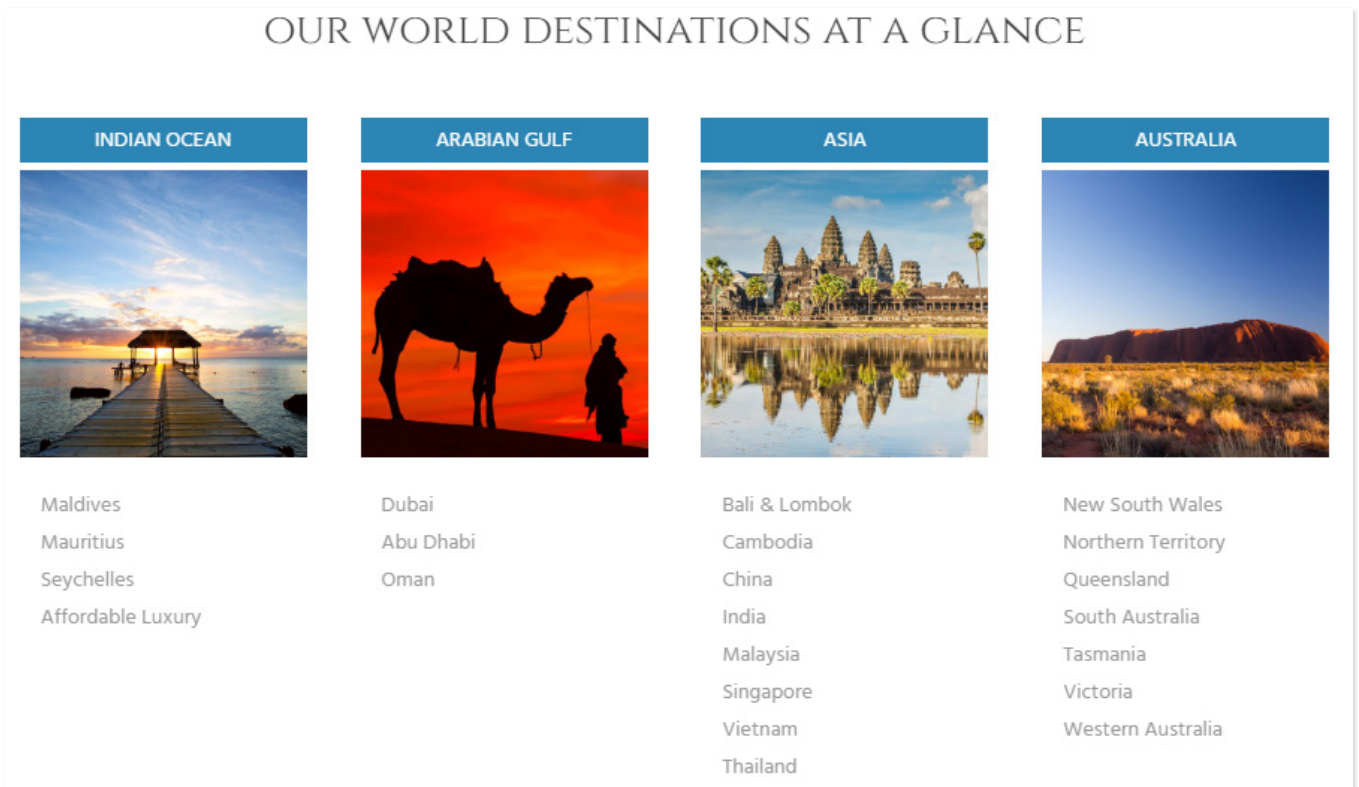
WIREFRAME DESIGN, SITE ARCHITECTURE AND TECHNICAL AUDITING

In terms of the top level navigation we made sure that the website featured a full mega-navigation menu as the primary/top-level navigation. This was developed to show/hide using CSS rather than JavaScript/ jQuery to ensure users without JavaScript enabled had full access.

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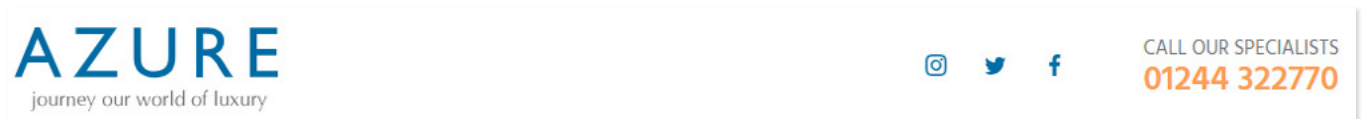
The top level menu can be seen above and then when we expand that to the mega menu, customers are able to see the following (below image) which brings about a better UX.



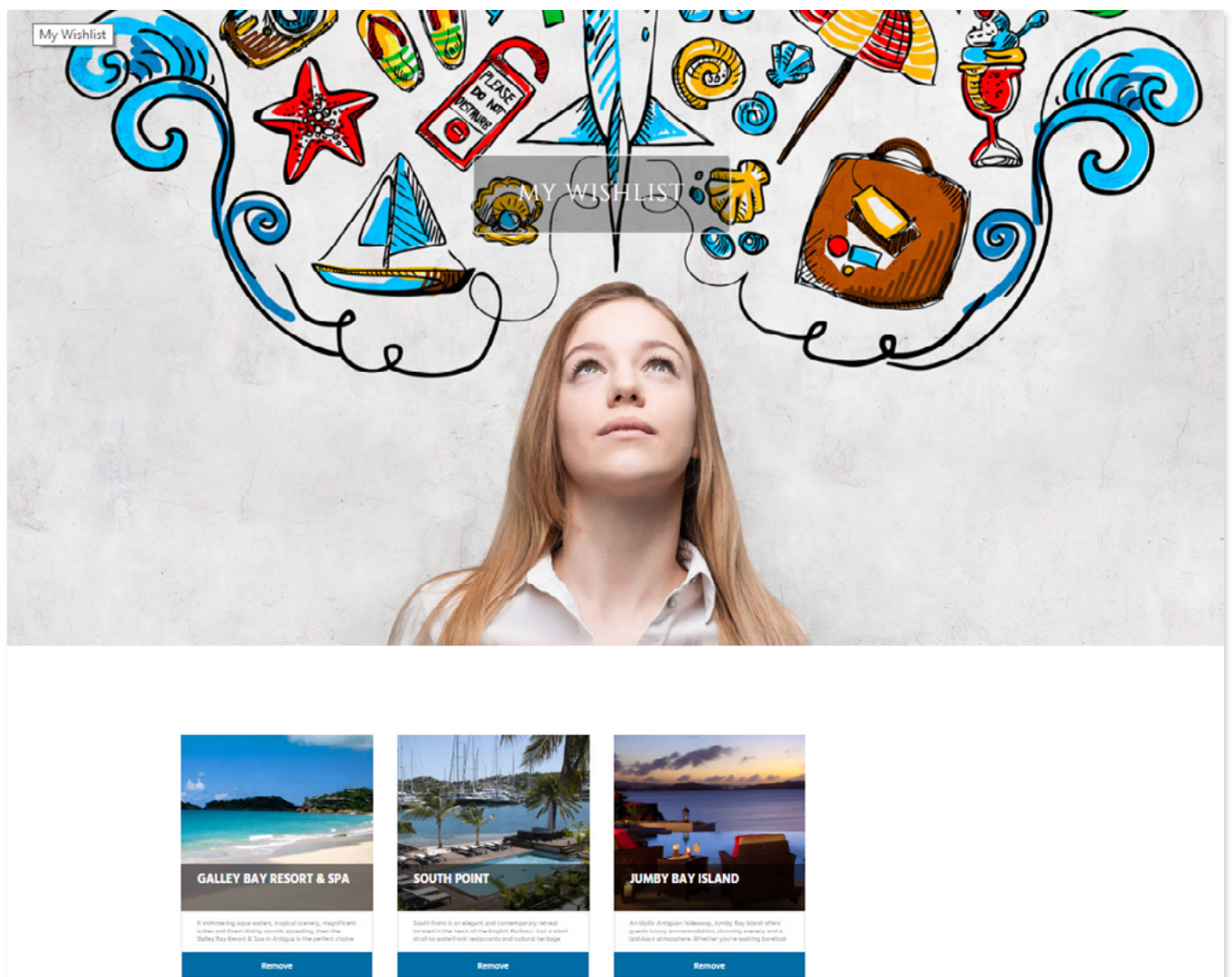
As this website was for a business that specialises in bespoke, luxury holidays we made sure that there was advanced filtering in place. Based on the attributes saved in Magento, users are able to filter through holidays via select fields, with dropdown filters on key components. For example we may have a user that knows the destination and even the hotel they wish to visit but wants to understand the extras. We added in content pages around starting price, activities, facilities and a price based on when the trip was booked.

Integration was a key part of this website build. For video integration and optimum performance the website featured HTML5 video, hosted locally rather than originating from an iframe. When it came to social integration the website featured a live grid of social media feeds.

Based on a timestamp, a series of channels are shown including the companies Twitter, Instagram and Facebook feeds.



The nature of the purchases that are likely to be made on this site lends itself to the fact that much research is needed. The investment can be high and as the holidays are bespoke it is vital that the users are offered personalised touch points at every opportunity. This was achieved in a number of ways. We incorporated a 'Guest Wishlist' which allows users to bookmark various parts of the sites.

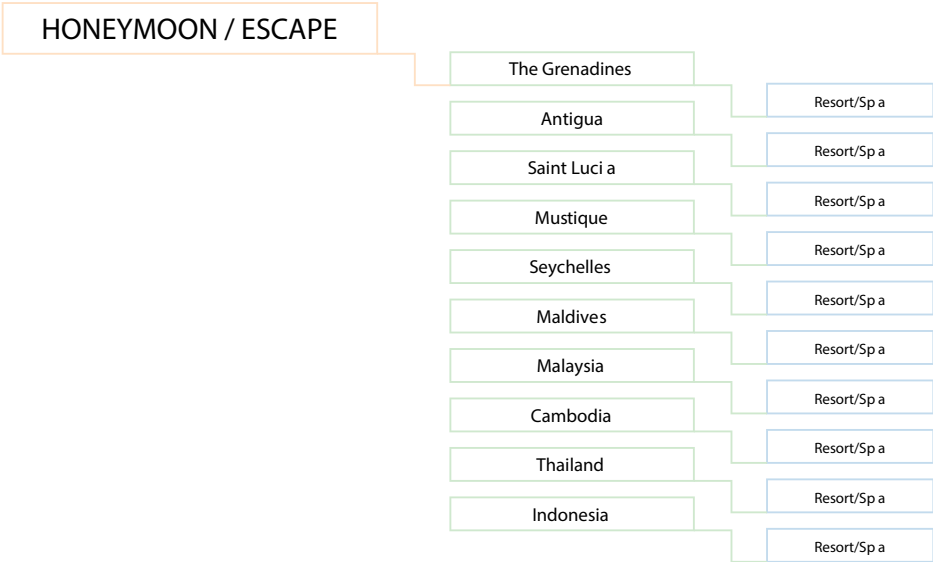


When a user reaches a brochure page, they will be encouraged to download the document as a PDF. This ensures quality and acts as a two-fold approach as the data captured in the download form means that further emails or other forms of contact can be personalised. As this is such a vital component of a good website we also met the brief by installing a live chat feature and pop outs that answered queries and after a period of inactivity, or if a user chooses to close the website, the website will open a pop out feature box which will encourage downloading a brochure.

When we built, set up and launched the site we did so with the templates below in mind. We first laid out the plan for the navigation as seen below.

Templates	
	Home
	Catagory page with filtering
	Destination page with filtering
	Product page - Hotel
	Tailor made page
	About us
	Contact us
	Generic content page
	Blog
	Single blog page

Then we built out the site map further:



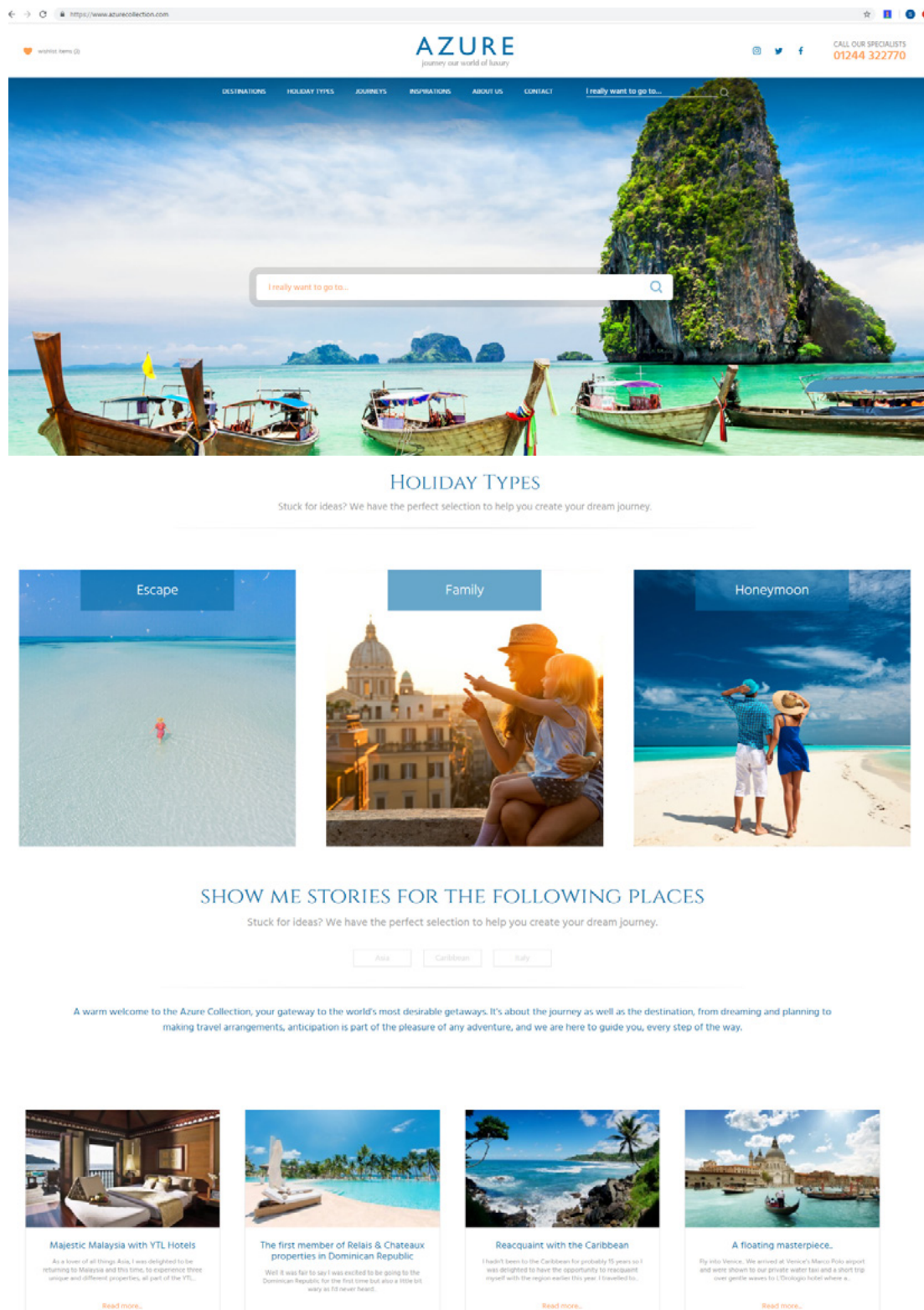
SITE DEVELOPMENT AND TESTING

We also briefed in a number of key features for each page on the site. For the ‘Home Page’ as an example we understood that this is the main entry point to the site and that search functionality needed to be prominent on the page. This page also had to contain a cross-section of holidays on a carousel and a contact form.

FINAL RESULT/WEBSITE LAUNCH

As you can see from the screenshots below this project went from an initial idea to a fully functioning, dynamic site that will aid the business growth of Azure Collection.

The nature of this site build is such that with an on-going focus on SEO, any future goals set out by Azure Collection can be reached. The site is a platform on which users can navigate quickly and easily, that is faster and complies with the algorithmic nature of the search engines. It offers great UX, is fully responsive and is optimised both in terms of keywords and across all devices.





TRUPRINT

Truprint specialises in online photo prints and personalised gifts for those looking for a gift or personalised item. The company wanted to develop its pay-per-click (PPC) advertising activity to improve revenue while bringing down spend, therefore improving ROI.

HOW WE HELPED

We analysed Truprint's PPC activity, scrutinising each element in detail to determine what optimisation techniques we could apply at a micro, as well as macro level, to improve overall performance and the help the account to run more smoothly.

The team then focused on developing Truprint's existing Google Shopping Campaigns as well as launching Bing Shopping and dynamic remarketing.

Our Premier Google Partner Status has allowed us to whitelist Truprint for a range of exclusive Google beta features that have had a significant impact and placed Truprint a step ahead of their competitors for when these features go, or have gone, live.

To further ensure Truprint got the best possible return for their budget, we used our [proTRAX tool](#), part of a suite of software developed in-house by Click. This technology allows us to distribute budget across campaigns and channels in the most efficient way.

We also supported Truprint's website relaunch in May 2016, ensuring feeds were fully prepared in advance of go-live and closely monitoring performance afterwards to minimise disruption and take advantage of any new opportunities presented.



THE RESULTS

Truprint's dynamic remarketing campaign has seen:

- CPA reduced from £81.08 to £33.83
- Assisted conversions up from 56 to 74
- Assisted conversion value up from £528.42 to £667.65



IN ROI
(GIFTS CAMPAIGN)



IN CONVERSION RATE
(GIFTS CAMPAIGN)



IN REVENUE
(CARDS CAMPAIGN)



IN CONVERSION
RATE (CARDS
CAMPAIGN)



IN ROI
(NON-BRAND)



IN CONVERSION
RATE (NON-
BRAND)

“

Great agency at the forefront of search marketing. Fantastic account management coupled with real experts working on your campaigns = a winning combination.

Juliette Crabtree, Truprint

”



Chill.ie is one of Ireland's leading insurance online brokers, with an ethos of providing the right policy at the right price.

We helped this Irish insurance broker appear in position 1 on google.ie for their most valuable keywords, while driving their organic visibility to new heights with campaign outreach.

HOW WE HELPED

Thorough analysis of the Chill's website (including backlink analysis), competitors and marketplace gave us a full understanding of the brand's current positioning and allowed us to put together a strategy focused on:

- Improving organic visibility through better positioning in the SERPs
- Increasing the quality of traffic to the site (ie, encouraging better-qualified leads), therefore increasing the likelihood of conversion

We identified the following keywords as high-opportunity keyword targets to focus on for SEO activity: 'car insurance' and 'home insurance', 'business insurance', 'life insurance' and 'mortgage protection insurance'.

We decided that the best focus for the implementation of this strategy would be:

- Building upon existing web content to take advantage of long tail keyword opportunities
- Carrying out campaign outreach activities to develop awareness of the brand, earn new leads and enhance Chill's backlink profile

Bespoke keyword research and analysis of Chill's onsite content helped to create a strategy document mapping out gaps where lay opportunities to create new pages featuring the long tail keyword focuses previously identified. Our content team then created suitable assets conforming to our rigorous 'SURE' standards (substantial, unique, relevant and engaging) which, once signed off by the client, were uploaded to the site.

Leveraging the long tail keyword 'home insurance' Click Consult produced the following:

The screenshot displays the Chill Insurance website's 'Home Insurance' section. The header features the Chill Insurance logo with the tagline 'WE'LL TAKE IT FROM HERE' and a navigation menu with links: HOME, PRODUCTS, INSURERS, COMPANY, BLOG, and CUSTOMER CARE. A prominent phone number, 1890 30 20 20, is shown in the top right. The main content area is titled 'Home Insurance Questions Answered' and 'FREQUENTLY ASKED QUESTIONS'. It includes a 'GET A QUOTE' button and a 'Home INSURANCE' section with a house icon. Below this, there are links for 'FAQ'S', 'DOCUMENTS', 'HOME USEFUL NUMBERS', and 'HOME INSURANCE QUOTES'. The main text area contains two questions: 'Do I need home insurance?' and 'What do you actually mean by contents?'. The first question is answered with a paragraph explaining the benefits of home insurance and providing the contact number 1890 30 20 20. The second question is partially answered, defining contents as everything you could take if you were to hypothetically move house.

Chill
INSURANCE
WE'LL TAKE IT FROM HERE

1890 30 20 20

HOME PRODUCTS INSURERS COMPANY BLOG CUSTOMER CARE

HOME INSURANCE FAQ'S

Home Insurance Questions Answered
FREQUENTLY ASKED QUESTIONS

GET A QUOTE

Home INSURANCE

FAQ'S DOCUMENTS
HOME USEFUL NUMBERS HOME INSURANCE QUOTES

Do I need home insurance?
Home insurance gives you peace of mind that should anything happen to your home, the cost of rebuilding it will be covered by your insurance provider. Not only that, banks require you to have home insurance as part of your mortgage agreement. If you'd like to find out more about getting a **home insurance policy** give us a call on 1890 30 20 20.

What do you actually mean by contents?
Good question! We define contents as everything you could take if you were to hypothetically move house. We recommend you spend some time creating an inventory of your contents in each room (don't forget the shed and garden too). You'll be pleased to hear that under our contents policy we cover aerials and satellite dishes as part of the TV.

We also developed unique pieces of creative, shareable content to increase lead generation, while helping improve organic search rankings for the client's website, as well as presenting Chill as a thought leader regarding safety behind the wheel.

The aim was to achieve earned media placement among bloggers specifically with an audience demographic relevant to Chill's market – specifically Irish bloggers in the beauty, food, music, family and pet sectors, as well as national media coverage.



The content we created comprised of an infographic, press release and factsheet entitled Driving Me Crazy, all differentiated to target appropriate bloggers or press sites. It was crafted to give serious insights and food for thought around driving safety, but also presented in a humorous and accessible manner.

The infographic is creative and visually striking, while the content engages with the blogger and their audience in a way that is relatable while highlighting local brand relevance. This is unique content, segmented to audience to ensure high relevance – indicating that the client is has a connection with each blogger segment.

The content was based around an online survey we carried out among Irish drivers, exploring different driver behaviours. The questions were constructed to allow different possible scenarios and connections to be explored – dependent upon feedback and analysis – creating new, data-driven information. The questions were also carefully devised to appeal to target blogger demographics and their audiences.

In addition to this, there have been subsequent campaigns which have further improved visibility and performance for Chill.ie – the latest comprising of a combination of fantastic design work and stunning photographic images for an eBook titled ‘Ireland’s Most Beautiful Drives’.

This content marketing campaign centred around the creation of a magazine style eBook on Ireland’s most beautiful drives voted for in a survey, to expert and blogger tips on safe driving in different weather conditions.



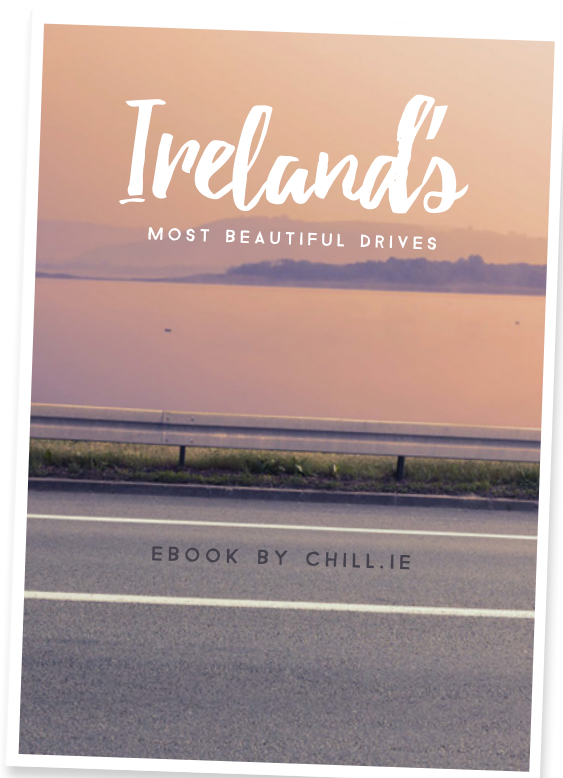
A campaign of audience survey, targeted blogger engagement and social amplification was then designed, delivered and analysed.

Driving, Lifestyle & Family bloggers were then engaged by the campaign team in a dialogue around their top tips for driving in different weather conditions, their favourite Irish driving routes or personal tips on travelling in Ireland. From this dialogue, collaborative posts were gathered and enthusiasm to be part of the Chill Insurance campaign was fostered.

The quotations in the form of driving tips were gathered and, if the blogger wished, these were placed within a bespoke campaign image for social sharing and blog visuals, along with the eBook. Bloggers, who gave tips regarding Irish drives and locations, had their quotations added to the bespoke campaign eBook. We also offered a bespoke blogger badge to add to their blogs if taking part, letting them tell their audience the eBook was coming soon.

The bloggers featured in the eBook were then asked to write a post about the eBook, each with a homepage link to the Chill Insurance website and a link to download the eBook.

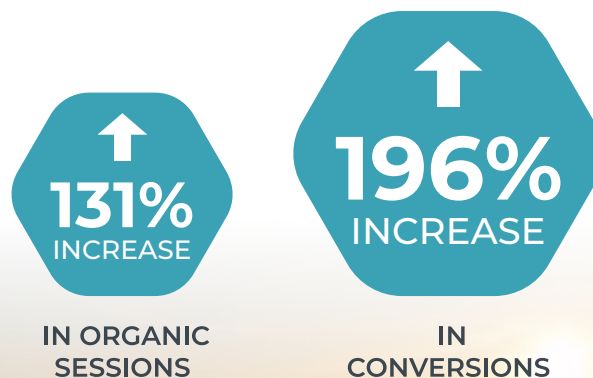
We gave the bloggers some social amplification help on how to attach the eBook to gain links correctly and get them to share on social media for reporting. High Domain Authority Driving, Lifestyle & Family bloggers were identified for this campaign. This resulted in a high level link building pattern supporting Chill Insurance online. As bloggers were engaged with and a partnership approach was developed, the posts are natural and the bloggers own ideas form strong material to endorse the brand.



THE RESULTS



Overall, the improvement in organic traffic allowed Chill.ie to reduce their paid search spend dramatically, with a cost saving of up to €90,000.



“

Click from the initial pitch have delivered on their promise of delivering data driven solutions for particular SEM problems. I have found them both knowledgeable and effective in delivering results.

Chill Insurance

”



LloydsPharmacy Online Doctor

Click Consult formulated a search strategy that would help to deliver commercial results across key product areas for LloydsPharmacy Online Doctor, leading to a 144% increase in organic sessions and a 77.59% increase in organic revenue.

Founded in 2002, LloydsPharmacy Online Doctor set out to provide patients with an additional channel in which to receive care for health problems that they traditionally may have found embarrassing or inconvenient through face-to-face care. The Online Doctor team now provide a breadth of remote medical services in partnership with both the NHS and private organisations for patients across the UK.

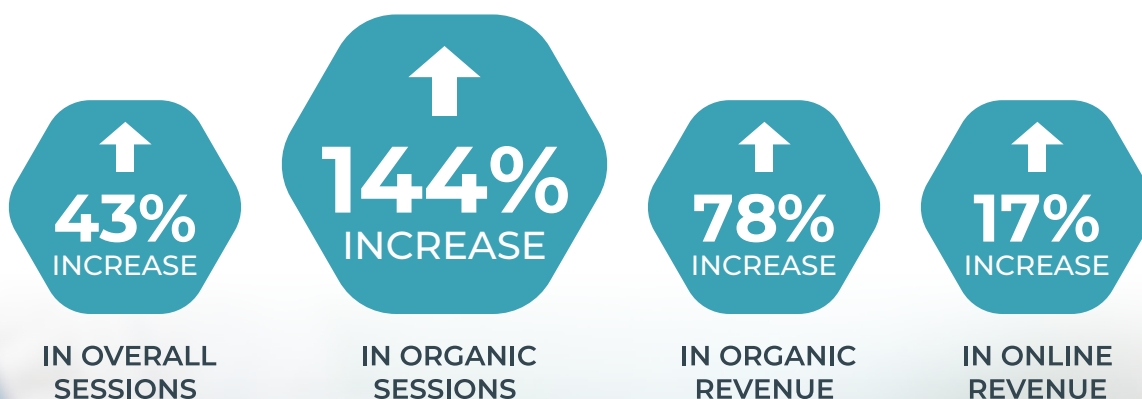
HOW WE HELPED

LloydsPharmacy Online Doctor approached Click Consult with the objective of increasing organic traffic and search visibility for a number of key terms for the Online Doctor brand. Having previously relied heavily on PPC advertisement to drive online traffic and sales, the team at Click Consult highlighted how organic search (SEO) would be a much more efficient and cost effective investment for their online marketing.

After a period of research and analysis, it was clear that in order to improve the performance of the identified lead terms, the emphasis of the strategy would be to enhance the backlink profile of the Online Doctor website. The strategic approach of the project was to undertake a strategic content marketing campaign to identify relevant influencers within the online pharmaceutical industry that would be interested in showcasing innovative and creative content to their audience.

THE RESULTS

Our organic search strategy for LloydsPharmacy Online Doctor has delivered some impressive year on year results including increasing the number of page 1 terms to 36, as well as:



“

From the outset of the project, Click Consult clearly understood our business objectives and formulated a search strategy that would help to deliver commercial results across key product areas. They have been professional in their approach, shown great attention to detail and the results achieved to date have been thoroughly impressive. We are looking forward to a successful future partnership

”

LloydsPharmacy Online Doctor



Julian Charles

Home

Julian Charles is a luxury home furnishings retailer that prides itself on offering superb style and exceptional value, and in delivering beyond customers' expectations. Family-run for almost 65 years, the brand is now a multi-channel retailer with more than 140 stores across the UK.

Our SEO, PPC content marketing, outreach and social media teams have been collaborating since 2014 on an integrated search marketing strategy aimed at strengthening Julian Charles' search visibility, increasing high quality traffic volume and, ultimately, maximising revenue.

HOW WE HELPED

Our SEO work focuses on improving the rankings of generic and long tail terms to drive traffic and therefore increased revenue to the site.

In February 2017 there was a Google quality update called Phantom 5, and the following month, Google released an updated version of its 'Search Quality Evaluator' guidelines. As a result of this, we analysed a selection of pages on the Julian Charles site to ensure that it was in-line with the Search Quality Guidelines, that content adequately fulfilled search engine users' needs and communicated the expertise, authority and trustworthiness of the brand.

This lead to us:

- Delivering a full keyword planning document.
- Creating additional content on categories pages that was unique and specific to that category, and focused on targeted keywords.
- Revising homepage content to increase trust levels with new visitors.
- Content marketing, outreach and social media campaign
- Our #RenovateDecorateInspire campaign created a natural, high quality link building pattern to support SEO. We did this by engaging relevant, influential bloggers with a 10 page eBook developed by our content and design teams, full of tips and advice on how to transform your home at a much lower cost than having to move house.

The campaign's content encouraged bloggers to write about small changes people could make to transform the look of a room. We also provided bloggers with fact sheets to give them some inspiration and help them write the post. Our aim was to increase awareness of the Julian Charles brand, and to support Julian Charles' organic search presence for certain products and webpages.

We achieved the objective number of blog placements, each on a website with the required [Domain Authority](#) score.

The #RenovateDecorateInspire campaign was successful in improving and maintaining ranking positions for targeted keywords, raising awareness of the Julian Charles brand across social media, and supporting SEO activity.



PPC (PAID SEARCH)

Julian Charles recognised that key dates throughout their calendar such as End of Season, Black Friday and Christmas offer great opportunities. We were tasked with applying the best possible promotion and campaign management throughout these periods and beyond, while still providing our continuous efforts for innovation and thought leadership.

Diverse campaign types

The plan was to use an array of campaign types: Search, Remarketing (Dynamic and Image Based), Display, Dynamic Search Ads and Shopping. This diversity this meant we have been able to connect with not only their current audience base, but also new and future potential convertors resulting in growth.

Using our own in house projection tool, ProTRAX, we were able to take projections to the next level and find the most profitable points throughout the year in which to push additional revenue through. This non-linear model allowed us to expose the true potential throughout the year and pushed growth much further than a rigid, even split, budget would have.

Thorough research

Competitor research allowed us to find opportunities with regards to what and where to target in order to gain market share. One example of this is that we were able to prepare for the “Crushed Velvet” rush ahead of the industry and position ourselves as market leaders during the Christmas period.

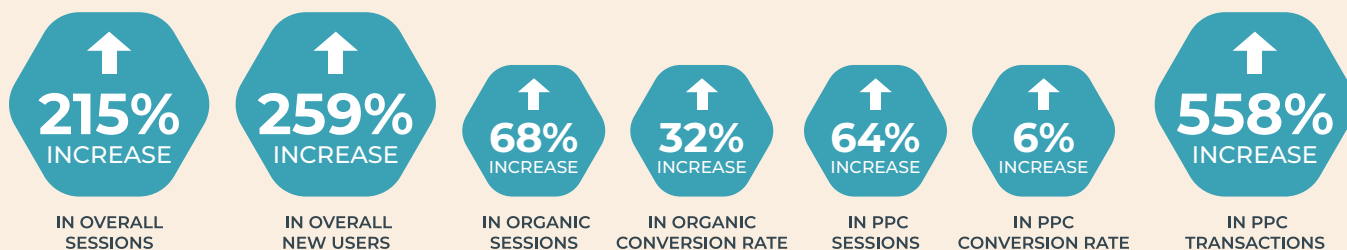
Innovative strategies and methods

Below are a few successful projects we ran within the account:

- Dynamic Search ads for research only basis
- Shopping segmentation
- Shopping optimisation
- Business data and localisation
- Remarketing lists



THE RESULTS





ABTA is the UK's largest travel association representing around 1,200 travel agents and tour operators that sell £32 billion of holidays and other travel arrangements each year. ABTA's purpose is to support and promote a thriving and sustainable travel and tourism industry.

The ABTA brand stands for support, protection and expertise. These qualities are core, as they help ensure that ABTA Members' customers travel with confidence.

HOW WE HELPED

We were approached by ABTA with the following pitch:

“As part of the wider Travel with Confidence consumer campaign 2016/17, we want an agency to run ABTA’s summer 2017 advertising campaign, using the most appropriate channels and advising throughout the campaign.

"The objective is to raise awareness of ABTA and understanding of what we do amongst 18-35 year olds. We also want to promote booking holidays with an ABTA Member.

"The campaign theme is fraud and the main message is to Be Smart. Book with an ABTA travel company. We have all the necessary creative already in place and do not require any new creative.

The creative is a mix of video content that was initially created for Facebook, Twitter and YouTube and will work well for the target market.”

We accepted the challenge and outlined a strategy that we felt would deliver the best possible results and tick the four main goals of:

- Reach 18 – 35 year olds
- Encouraging users to book through an ABTA member
- Increase understanding of what ABTA is
- Fulfil the KPI of garnering the greatest possible social reach

We know that by encompassing paid ads and sponsored or promoted posts, social media advertising can be used to send traffic to your profile pages or website. They are often used by businesses to create an initial buzz around content or to generate awareness of a brand or product and can prove very profitable.



We initiated both the 'Stop Sickness Scams' and the 'Travel with Confidence' campaigns independently and knew that we had to adhere to a wide range of targets across a very strict timeline if we were to garner results as a whole. We needed to ensure that the campaign would run from 21 June until 29 September and that the objectives below were met. For this we had to make sure that the campaign was fluid as new messaging (and assets) were developed and introduced at various stages.

We therefore took the following four step approach to generate the results and monitor performance of the overall campaign:

1. We reviewed demographics and behavioural targeting best suited to the client brief, which included age buckets, household income, recently travelled and segmented by location.
2. We recommended and made use of other social platforms including Instagram and also added Display Advertising for the Stop Sickness Scams campaign to maximise reach.
3. For the Stop Sickness Scams campaign, we recommended and implemented Bumper Ads, which saw an 89% view to 100% rate following on from the strong engagement with standard YouTube ads for the Travel with Confidence Campaign
4. We continually reviewed performance to reallocate budget to better performing audience segments and platforms such as maximising spend on YouTube and for Display.

The messages and ads had to change throughout the phases of the campaign:

- Pre-holiday
- Holiday
- Post-holiday

We also had to get ABTA Members to support the campaign through their social channels. The campaign measurements were as follows:

Primary

- Impressions / awareness of specific advertising benchmarked against last year's numbers.
- Engagement on social media channels (benchmarked against last year's numbers)
- Increase views to 100% on YouTube
- Increase visibility through Facebook Impressions

Secondary

- Number of Members supporting the campaign/using the brand toolkit.
- After taking the predefined objectives from the client we set about creating adverts on all of the platforms that ABTA had identified and built them with the appropriate text, artwork, links and campaign titles.

Working with a fluid total budget, meant that we could move budget around the social channels that were performing best.

THE RESULTS

ABTA wanted to use the following platforms for their campaign as these were the areas that they felt would garner the largest engagement: YouTube, Facebook, Instagram, and Twitter. The results of the 'Travel with Confidence' campaign were fantastic and the exposure gained:

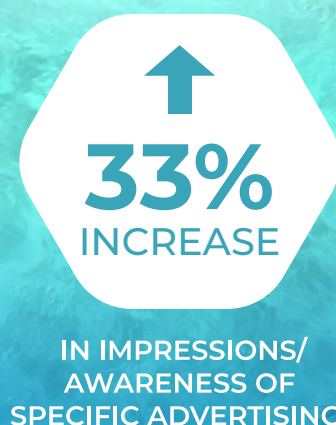
Facebook	738,218 unique users
Instagram	625,338 unique users
Twitter	524,894 impressions
YouTube	652,268 unique users

For the 'Stop Sickness Scams'; campaign we recommended and used Facebook, Instagram, Twitter, Youtube, AdWords Display & Programmatic Display ads. The reach for those posts was as follows:

Facebook	2,445,413 unique users
Instagram	216,538 unique users
Twitter	390,565 impressions
YouTube	2,292,592 unique users

Results v Primary Objectives

- Increase views to 100% on YouTube – Compared to the previous campaign the 100% view rates has increased from 20.29% to 41.99% – doubling the effectiveness
- Increase visibility through Facebook impressions Vs previous agencies campaign:
- Previous Agency – Mar 17: 128,519 impressions
- Click Consult – July 17: 4,260,668 impressions (3215% Increase)



“

From the outset of the project, Click Consult clearly understood our business objectives and formulated a search strategy that would help to deliver commercial results across key product areas.

”

ABTA



Chums

CASE STUDY

PAID SEARCH (PPC) CASE STUDY

ABOUT THE CLIENT

Chums is a mail order company with 30 years of experience, they provide quality clothing and furnishings at fantastic prices. With their customer base firmly at the heart of their business strategy, they are proud of the fact that some of their first customers are still buying 30 years later.

With wide ranges of men's and women's clothing on offer, and the recent addition of furnishings for the home and garden, Chums are a company that diversify according to the needs and desires of its customer base, often bringing in ranges at the request of their customers.

OBJECTIVES

Our objectives for this client was to increase performance across seven key metrics and to make sure that with a consumer shift (largely due to government lockdowns) from the high street to eCommerce, that Chums could grow as a business and remain market leaders. Our workflow aimed to see increased performance in the following areas:

- Clicks
- Impressions
- Click through Rate
- Cost Per Click Reduced
- Conversions
- Revenue
- Average Order Value



HOW WE HELPED

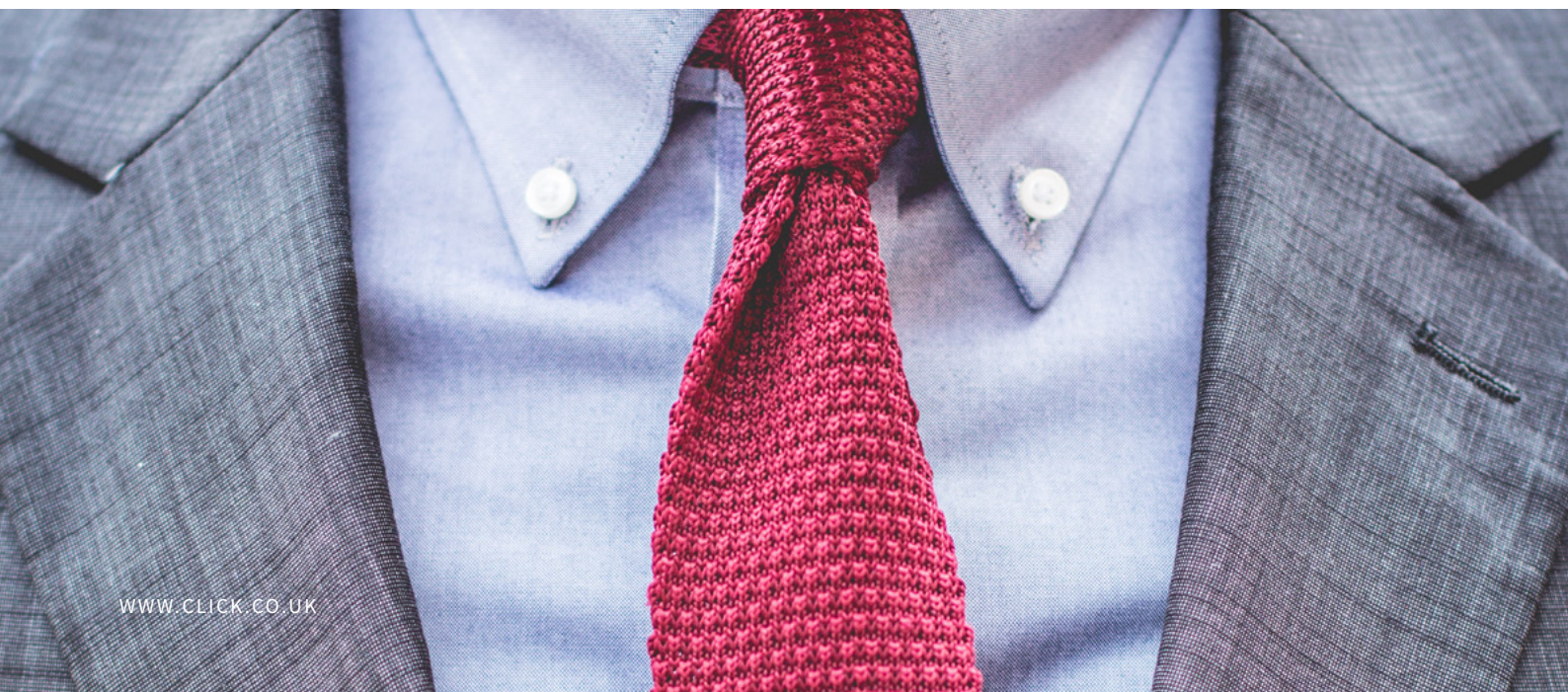
On order to optimise the account, and demonstrate consistent revenue growth, we began with a full audit of the account, tightening up the structure and focussing our targeting on the terms we knew were highly likely to result in a sale. We then started to build the account back up, building everything in an extremely tight structure that was conducive to improving quality score and increased relevancy between search term, keyword, ad, and landing page.

High level analysis facilitated strategic use of budget. We looked at attribution modelling to set separate targets for high assisting keywords. We used mathematical models to determine bid adjustments for day parting, location, device, and RLSA. Our sole focus was always on increasing the profitability, and we constantly tested different ROIs, and the resultant revenue to determine which levels maximised profit and ultimately increased market share.

The plan was to use an array of campaign types: Search, Display, Dynamic Search Ads and Shopping. This diversity this meant we have been able to connect with not only their current audience base, but also new and future potential convertors. Using our own in-house projection tool, ProTRAX, we were able to take projections to the next level and find the most profitable points throughout the year in which to push additional revenue through. This technology allows us to distribute budget across campaigns and channels in the most efficient way.

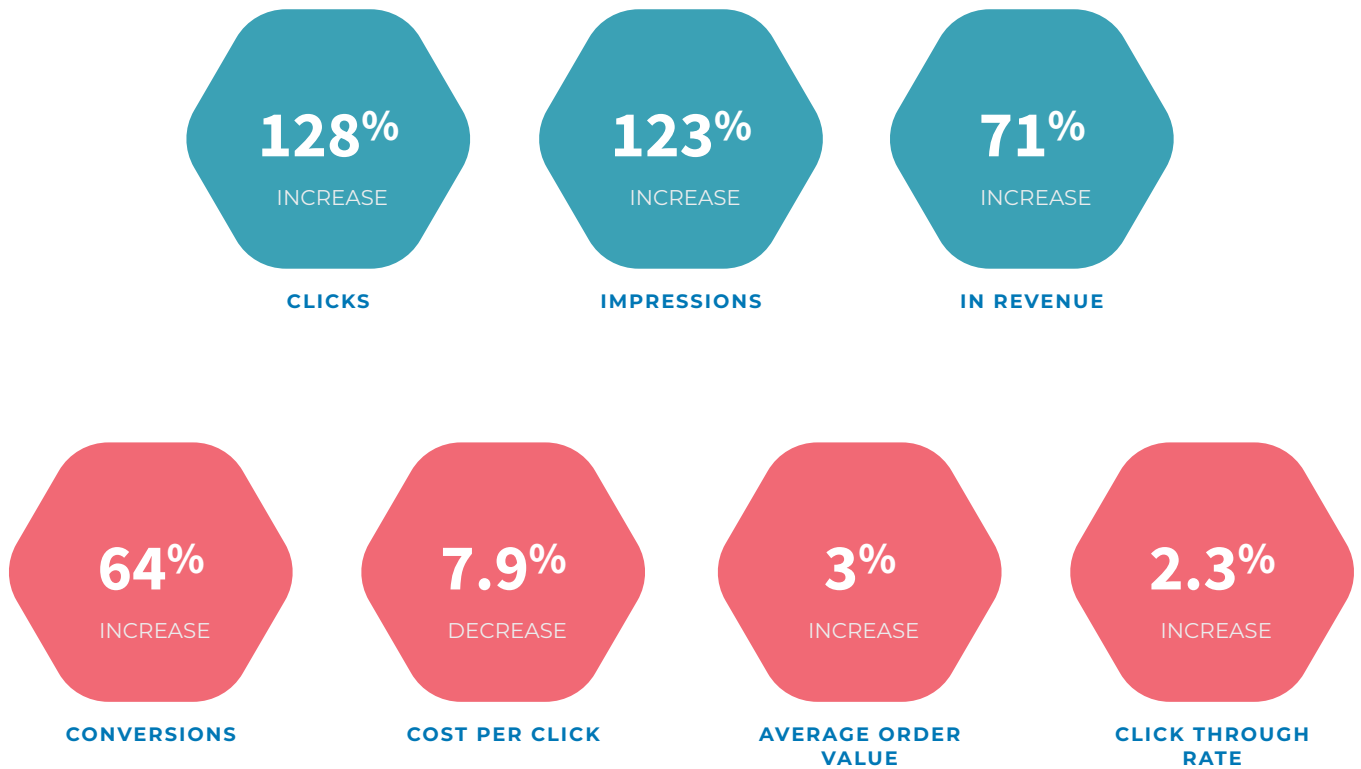
This non-linear model allowed us to expose the true potential throughout the year and pushed growth much further than a rigid, even split, budget would have. Thorough competitor research allowed us to find opportunities with regards to what and where to target in order to gain market share.

- Dynamic search ads for research only basis
- Shopping segmentation
- Shopping optimisation
- Business data and localisation
- Remarketing lists



RESULTS

The results that were generated by our optimisation of the Chums PPC account, the way we created ads and the smart bidding that we introduced, led to improvements in the following areas:



These results were some of the best we have produced and, when you consider the impact that businesses faced in 2020, represents a healthy return.

In terms of PPC during the holiday season, and a key trading period (Black Friday/ Cyber Monday) the following results provide proof of concept:

- **Google Brand** – A record revenue month by some degree with a 72% rise
- **Microsoft Advertising** – A record revenue month by some degree with a 56% rise compared to our projected target
- **Google Shopping** – 2nd best performing revenue month ever with a 25% rise compared to our projected target





Citation

CASE STUDY
DIGITAL PR

ABOUT THE CLIENT

Citation is dedicated to helping small and medium-sized businesses to succeed with their unrivalled HR and Health & Safety support and expertise. Their team of consultants are committed to help their clients navigate a range of legal and administrative tasks and offer highly trusted, practical advice.

OBJECTIVES

Citation tasked Click Consult with improving their link profile by outreaching a campaign relevant to office workspaces, the return to work following the covid-19 outbreak and how the future of work might change.



HOW WE HELPED

Coronavirus changed the working world almost overnight. In March, when the Government announced a national lockdown, it forced businesses to not only adjust to remote working but also grapple with how they would eventually welcome their staff back to the workplace.

Understanding this was a major concern for both employers and employees, we endeavoured to create a digital PR campaign that tapped into this theme. Our objective was to create a fun, sensationalist story around this topic that would appeal to both national and regional journalists, all the while demonstrating Citation's expertise in human resources and health & safety.

To achieve this, we came up with the idea to investigate some of the surprising ways in which the workplace might adjust post-coronavirus.

We set up an interview with our go-to expert on all things futurology: Dr. Ian Pearson. Pearson has excellent relationships with the media; his expertise has been utilised by the Metro, the Sun and the Mirror in the past.

We knew he could be relied on to not only provide insightful, scientific predictions around health and technology but also give out-of-the-box ideas that would be great for generating headlines.

Afterwards, we also compiled a large amount of research from industry experts and business leaders on the topic of the post-coronavirus workplace. This was eventually merged into an article exploring how various areas of the traditional workplace would alter when lockdown is lifted.

We also decided that the best way to communicate this to readers would be via a series of isometric floor-plans.

EXAMPLE PLACEMENTS

URL	DA
https://www.dailypost.co.uk/news/uk-world-news/post-coronavirus-workplace-rules-could-18743909	79
https://www.examinerlive.co.uk/news/uk-world-news/post-coronavirus-workplace-rules-could-18743909	79
https://www.walesonline.co.uk/news/uk-news/post-coronavirus-workplace-rules-could-18743909	89
https://www.grimsbytelegraph.co.uk/news/uk-world-news/post-coronavirus-workplace-rules-could-4410726	73
https://www.getsurrey.co.uk/news/uk-world-news/post-coronavirus-workplace-rules-could-18743909	82
https://www.mylondon.news/news/uk-world-news/post-coronavirus-workplace-rules-could-18743909	80
https://www.bristolpost.co.uk/news/uk-world-news/post-coronavirus-workplace-rules-could-4410726	80
https://www.coventrytelegraph.net/news/uk-world-news/post-coronavirus-workplace-rules-could-18743909	82



THE RESULTS

We identified that the strongest “news hook” in the content would be Dr. Ian Pearson’s claim that workplaces may have to ban the office tea round, implement artificial intelligence and introduce outdoor meetings in places like beer gardens. This formed the headline of our press release, which was distributed to a media list of almost 100 journalists.

The story proved to be newsworthy after Boris Johnson’s press conference at the beginning of August urging employees to return to the office. This allowed the press release to be very timely when it was distributed in the first week of the month.

Citation’s campaign was picked up by many regional news publications including MyLondon, Bristol Post and Wales Online off the back of this. It was also published by a number of HR websites, including HR News and HR Director. Later, the popularity of these stories allowed the campaign to gain extra coverage on several business blogs too.

The campaign has gained 30 placements so far with an average domain authority of 63 which link to Citation’s campaign page.





LORDS & LABRADORS

CASE STUDY
A RECORD BREAKING YEAR

ABOUT THE CLIENT

Lords and Labradors is one of the UK's largest and most well respected eCommerce sites for pet products. Founded in 2013, Lords and Labradors broke into the UK pet market and have since expanded to 17 countries including Denmark, Italy, Japan, USA and Australia.

They noticed a demand for high quality puppy products and kits, and importantly somewhere to get support and advice at the same time.

Their core products are designed, developed and made in a specialist workshop in the UK, while toys, grooming products and coats are hand-picked from the very best suppliers worldwide.

Lords and Labradors initially engaged Click Consult in a bid to increase visibility and sales through their website, and have since gone on to have a full eCommerce and search marketing strategy. This case study highlights this work and the results that we have produced.

OBJECTIVES

Our objective for this campaign were as follows:

- Increase revenue
- Increase sessions
- Increase the number of new site users
- Boost the number of transactions
- Lower the bounce rate

For the Black Friday and key seasonal trading periods we planned to optimise the paid search strategy and run structured promotions, so that we delivered a higher return on ad spend (ROAS) and also that revenue would increase across both Google Ads and Microsoft Advertising.

HOW WE HELPED

As part of our agreed strategy we decided that to make the most of the current shift in consumer habits to online ordering and eCommerce, and also considered the effect that the Covid-19 pandemic had on retail in general. We opted for an accelerated SEO strategy and workflow which looked to identify new keyword opportunities and bolster the rankings of key product pages.

We laid out our strategy as follows:

- We first decided that the best course of action would be to conduct a full website audit and produce a keyword strategy planning document based on the fifty most visited pages on the site. We took our time and worked through the pages before producing a full keyword analysis for these pages.
- We then conducted a competitor analysis and highlighted any content gaps with a gap analysis.
- We used the above documents to form user focused content (UFC) briefs for all of the pages and refreshed them with content that we knew would lead to improvement in the SERPs and which would provide the answers to a string of commonly asked questions.
- We produced and uploaded all of the new content to the site and added in Schema mark-up to ensure that it adhered to all of the Google Rater Guidelines.
- In terms of PPC we restructured various Google Ads and Bing campaigns in the run up to Black Friday and Cyber Monday to ensure that the most traction was generated at the busiest eCommerce trading period.



RESULTS

The results for this strategy were some of the best that we have seen. We wanted to make sure that we gave our client the best possible opportunity to exceed their goals and make sure that eCommerce was up MoM and YoY.

The key trading periods such as Black Friday and Cyber Monday were up YoY and all key targets were exceeded.

The headline figures are as follows:

Revenue up 36.2%
Total transactions up 68.6%
New Users up 37.1%
Organic sessions increased by 35%

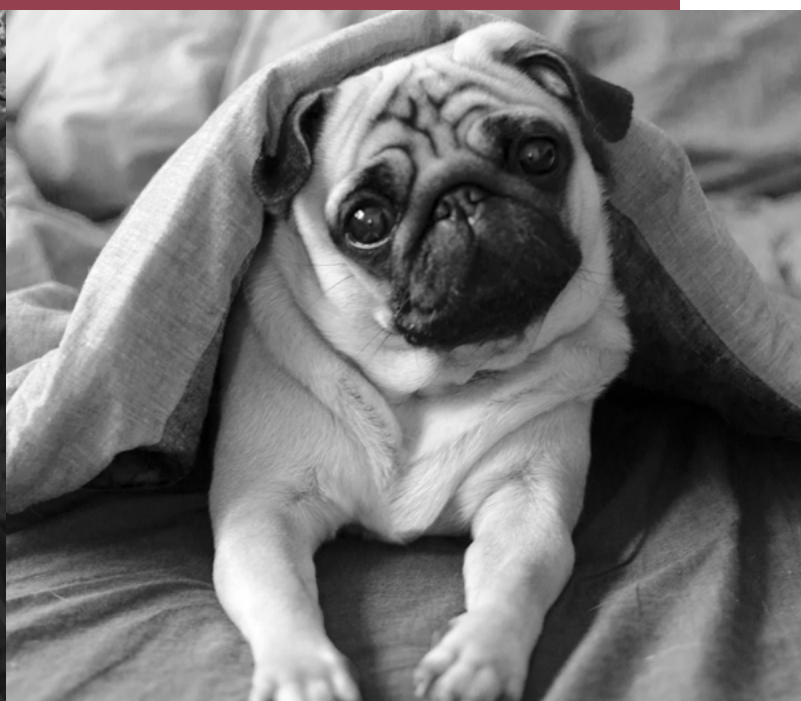
PPC results for Black Friday weekend:

Google Ads

Target ROAS: 5.7
Actual ROAS: 7.7
Black Friday ROAS: 8.8
Revenue: MoM increase of 29%

Microsoft Advertising

Target ROAS: 4.0
Actual ROAS: 4.0
Black Friday ROAS: 4.5
Revenue: MoM increase of 42%





CASE STUDY

ORGANIC SEARCH - A LOCAL SEO
CAMPAIGN FOR TESCO, ONE OF THE UK'S
LEADING SUPERMARKET CHAINS

ABOUT THE CLIENT

Tesco is one of the largest supermarket chains and convenience store operators in the UK, and is a truly recognisable brand around the world. The size and scale of the business has continued to grow and during the COVID-19 pandemic we were tasked with continuing this upward trend through a dynamic local SEO project which looked at Google My Business (GMB) and store location as well as ongoing technical SEO.

OBJECTIVES

Our objectives for 2020 were to increase the organic visibility of the store location pages, and make sure that local SEO was once again a focus. As the year went on, it was also important to monitor and adapt the strategy in line with government legislation, and to make sure that Tesco had a strong (and growing) digital presence during national lockdowns and a global consumer shift toward eCommerce.

HOW WE HELPED

We knew that in order to get the very best result for Tesco, we would need to work closely with multiple stakeholders including Tesco's Store Location Services Team in Poland, Google, a variety of Internal Concession teams as well as Tesco's Data and Brand Management Partner Yext.

It was only by utilising the strengths of each partner that we could build a bespoke strategy that would ensure data parity was delivered from the initial starting point of Tesco's API, all the way to the 1000s of separate GMB stores and concessions URLs.

We started by collating the data on each store and rounding up all of the store location pages. We then conducted a full site audit as well as a GMB audit.

This research phase led to the discovery that there were multiple issues with hundreds of pages and listings. These included:

- duplicate listings
- ownership conflict
- inconsistencies with name, address and phone number
- listing categorisations



We used our experience, and partnered with Google and Yext, to clean up Tesco's GMB profile, and our task here included compiling a large data set to ensure that all of the concessions and stores were included. The auditing process covered in excess of 3000 stores and concessions.

This is vital for local search, where users are actively looking for a particular service or location. All of this data was sorted and uploaded to the correct profiles and has been regularly maintained. The key information added in this area of our work surrounded access to pharmacies, fuel stations, travel products, the F&F clothing range and cafes.

We ensured every Tesco store (Express, Metro, Superstore and Extra) had a GMB listing and that the listing had the correct address, opening times etc (quite a challenge during covid as times were changing constantly). Then listings were created from scratch and verified if they didn't have one and existing listings were updated to make them accurate. There were over 2,700 of these.

When you add in the concessions in total we created or amended over 4,700 GMB listings.

As a final step we added a coronavirus strategy to our workflow where which included updating concession and store opening hours. This ensured that all customers across the UK would receive up-to-date, correct information during this critical time.

With an increasing number of sessions, and more bespoke searches, we needed to implement a way of tracking all of the concessions. We decided the best way was to add Universal Event Tracking (UET) links to all stores. This action gave us an insight to referrals and traffic from GMB and via Yext.

RESULTS

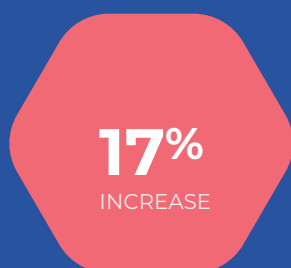
Prior to our work on GMB Tesco had lost there bulk verification status and as a result of our SEO work we have got the bulk verification status back.

The SEO project that we had undertaken had seen a YoY increase of 13.91% in terms of average website clicks. The GMB work that we implemented, and the post coronavirus updates we made to local search meant that, by the end of 2020, average website clicks were up 31.3% YoY.

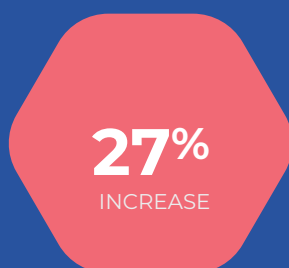
This represents a 125.5% increase in YoY growth pre/ post our implementation, or, when extrapolated out - an additional 4million clicks through to the website over a 12 month period.

Some highlights from 2020 in terms of growth include:

Total searches on Google - 696m up from 418m - +66.5%



WEBSITE CLICKS



PHONE CALLS



TOTAL CONVERSIONS

*Overall results of this campaign may have been affected by the impact of Covid-19



CASE STUDY

DIGITAL PR AND CONTENT MARKETING

ABOUT THE CLIENT

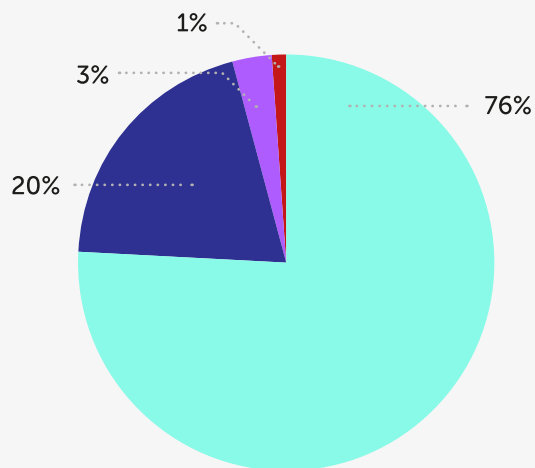
Utility Bidder is a business energy supplier established to ensure clients get the most cost effective gas and electricity deals for their company.

OBJECTIVES

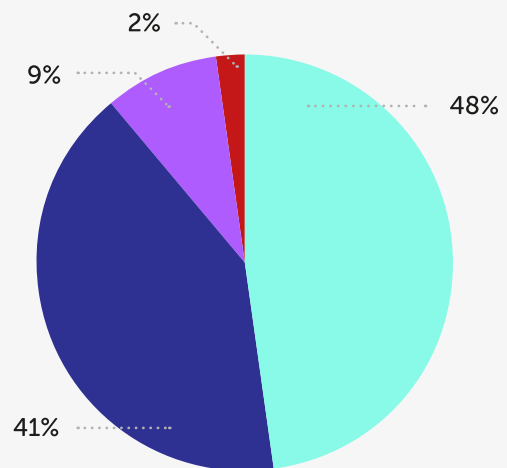
Utility Bidder tasked Click Consult with acquiring a greater number of backlinks to the business' website and thereby improve their search engine performance. Click Consult also identified that links would have to be very topical, relevant and of extremely high quality. As well as a full content marketing strategy, digital PR also became an essential part of their SEO strategy to facilitate this.

Remote working set up

Do you have stable WiFi or internet for remote working at home?



Do you have all relevant software for remote working at home?



- I had this ready prior to the lockdown
- This was arranged after the lockdown was announced
- I still don't have access to this
- I don't plan to or cannot arrange to get access to this

Tip: Make sure your team is equipped with all the necessary tech

From project management tracking apps like Asana and Trello to communication tools like Microsoft Teams and Google Hangouts, make sure your workers have all the tools they need. Where possible, ensure they have access to good quality, reliable equipment too, such as laptops and computer monitors.

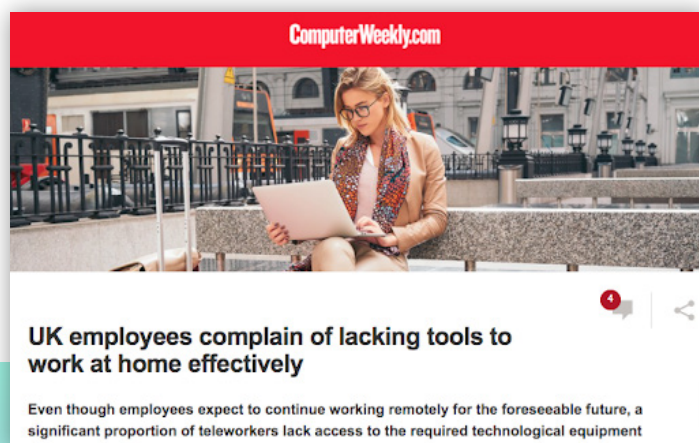
HOW WE HELPED

When the United Kingdom went into national lockdown in March 2020 and almost all of the country was forced to work remotely, we encountered an unexpected problem: it would be almost impossible to create any PR campaign around business energy given that most offices were closed.

However, with a unique situation came a unique opportunity to explore the impact that remote work was having on the British public during lockdown. Therefore, over this period, several miniature PR campaigns were created for Utility Bidder on this topic: a study into how many workers did not have access to the technology they needed to do their jobs from home; a guide to how remote workers could claim back energy expenses; and a thought leadership piece about the ways in which office etiquette would change post-lockdown.

RESULTS

Over the course of this period we acquired a total of 137 links for Utility Bidder as well as our PR results. In total, 54 news stories were written about the PR campaigns created for Utility Bidder of which 30 included links back to the client's website. The coverage had an average domain authority of 58 and our top performing stories were from Computer Weekly and the Daily Express.



How employers can improve remote workers' wellbeing

With the COVID-19 pandemic requiring us to social distance, more of us than ever are working from home. But how are people coping with this change? To find out, we polled 1,000 UK workers who have recently had to make the switch. Keep reading to discover what they said, and for tips on how to better support your employees over what may be a difficult time.





CASE STUDY

TECH SEO AND UFC CASE STUDY

ABOUT THE CLIENT

Utility Bidder is a business energy supplier established to ensure clients get the most cost effective gas and electricity deals for their company.

OBJECTIVES

- Improve search visibility
- Increase ranking in SERPs - Especially in P1-3
- Create a bespoke content hub for Utility Bidder - leveraging UFC
- Produce more longform content and optimise it to generate the highest possible SERPs results
- Increase the number of users across the site
- Increase organic sessions
- Gain more goal completions

HOW WE HELPED

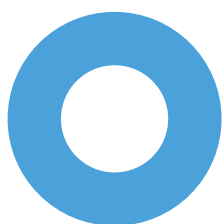
We knew that the best way to gain the increase in traffic and visibility would be to implement a full UFC strategy. User Focused Content (UFC) is a type of content creation that directly puts the user and searcher in mind and works in a similar way to FAQs.

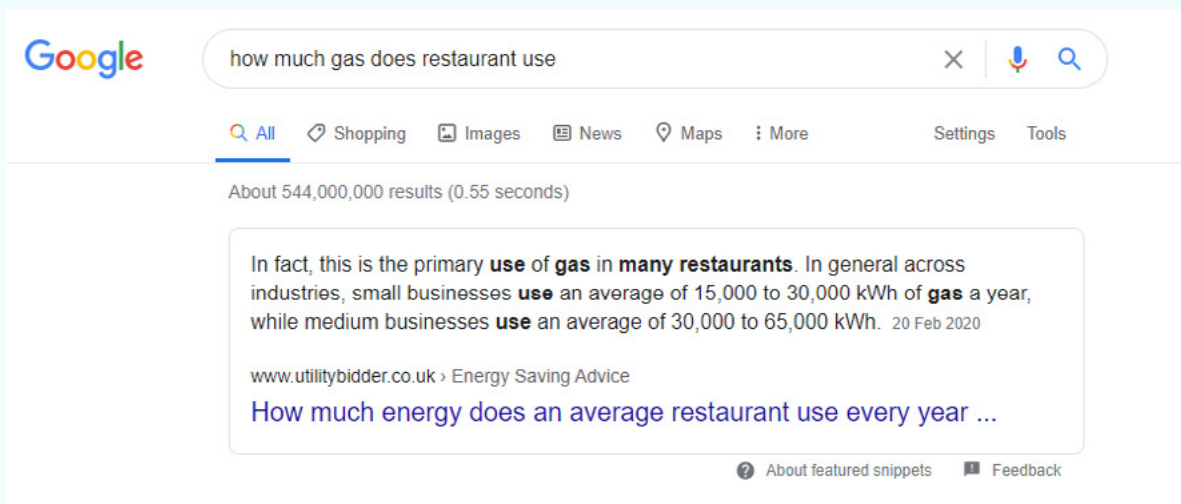
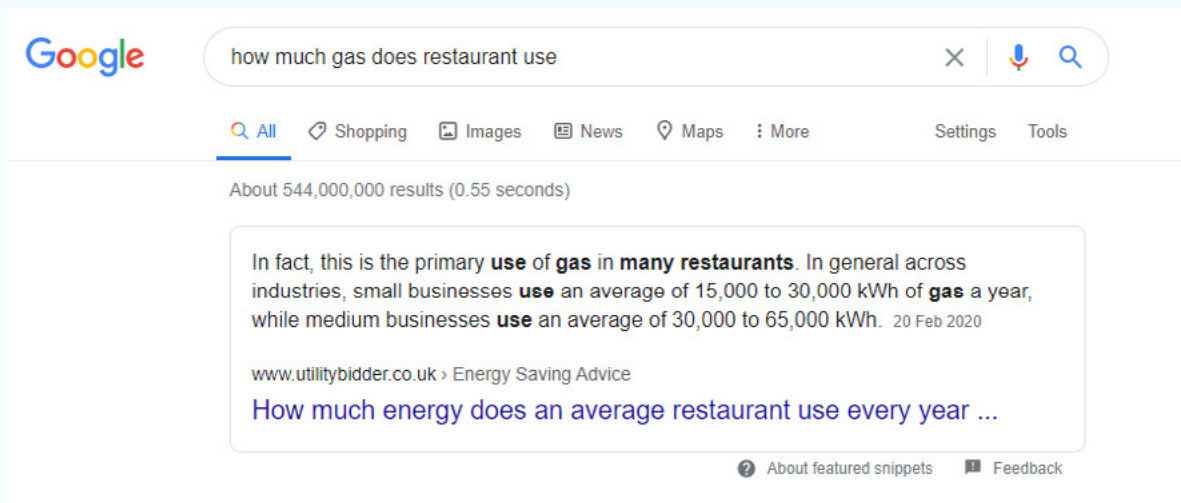
Our team looked at both a range of keywords as well as gaps in the industry and produced content that would fulfill these gaps. The content ranking at the start of the project was poorly written and not well thought out. We knew that if we could get Utility Bidder to rank in these positions it would build trust, brand authority and would help in terms of the organic visibility.

Utility Bidder was the first client we created a bespoke 'content hub' for. This included a number of standard posts as well as several long-form (1000-2000 word) pieces of content. The idea was to make them as much of an authority as possible in the energy industry, particularly pushing business energy.

Content such as this:

<https://www.utilitybidder.co.uk/how-much-energy-does-an-average-restaurant-use-every-year/> performed particularly well and secured the rich result for a target query.





In terms of the technical SEO that we conducted, we started as we always do, with a full tech audit. This allowed us to see the starting point of the Utility Bidder website and determine the areas for improvement and optimisation.

We assessed the hierarchy of all website content and looked at where it fell on the site. This allowed us to assess the navigation and make sure that the site was more user friendly. We moved informational content to the blog and redirected existing URLs. As mentioned earlier we set up content hubs and inserted these below the most profitable landing pages. This structure makes it easier not only for search engines to find the relevant information but also for ongoing maintenance/optimisation.

We added redirects to the site so that when products sit under multiple categories we can avoid canonicalisation issues.

When we completed the audit we also noticed a large number of missing H1 tags and missing alt attributes on images. Correcting this is not only best practice but essential for SEO performance.

RESULTS

We considered a range of different approaches to this campaign and our workflow on behalf of Utility Bidder delivered some of the best results we have seen. We not only created a bespoke content hub for Utility Bidder - leveraging UFC but produced more longform content and optimised it to generate the highest possible SERPs results. Their technical changes that we implemented meant that headline results were as follows:

+131%

Increase the number of users across the site



+125%

Increase organic sessions

+364%

Gain more goal completions



In terms of the keywords, we started the workflow with a list of 238 priority keywords that were currently unranked. The content that we have produced and the optimisation on the site means that we now have 141 now ranking and 59 on them on the first page of SERPs. We have also seen a 200% increase in keywords ranking in P1-3.



VIESSMANN

The Viessmann Group is an international manufacturer of heating, industrial, and refrigeration systems based in Germany. With 23 production companies in 12 countries, distribution companies and representative offices in 74 countries and 120 sales offices throughout the world, Viessmann is international in its orientation. Our objectives were as follows...

OBJECTIVES

- 50% YoY increase in Organic Visibility (141% delivered)
- Obtain a visible increase in P1 keywords through User Focused Content (UFC)
- 25% YoY increase in New Users (46% delivered)
- The asset had to be launched during Earth Month in April and redistributed on relevant days, like Earth Day (22nd April), World Environment Day (5th June) and Clean Air Day (20th June).

HOW WE HELPED

This piece looked at the carbon footprint of many different things and compare them to one another into a single infographic. For example, a plastic carrier bag can be equivalent to 80g CO₂e, boiling a litre of water in an electric kettle which can equate to 70g CO₂e. We also included shocking statistics, like that a volcanic eruption can release a staggering 42 million tonnes CO₂e, the same amount that Mount Pinatubo in the Philippines released in 1991.

Since people are caring more and more about their impact on the environment, we pitched the asset to sustainable sites, lifestyle blogs and publications to further discuss their thoughts on the statistics and how they would advise their readers to help reduce the impact we are having on the planet.



UFC PERFORMANCE

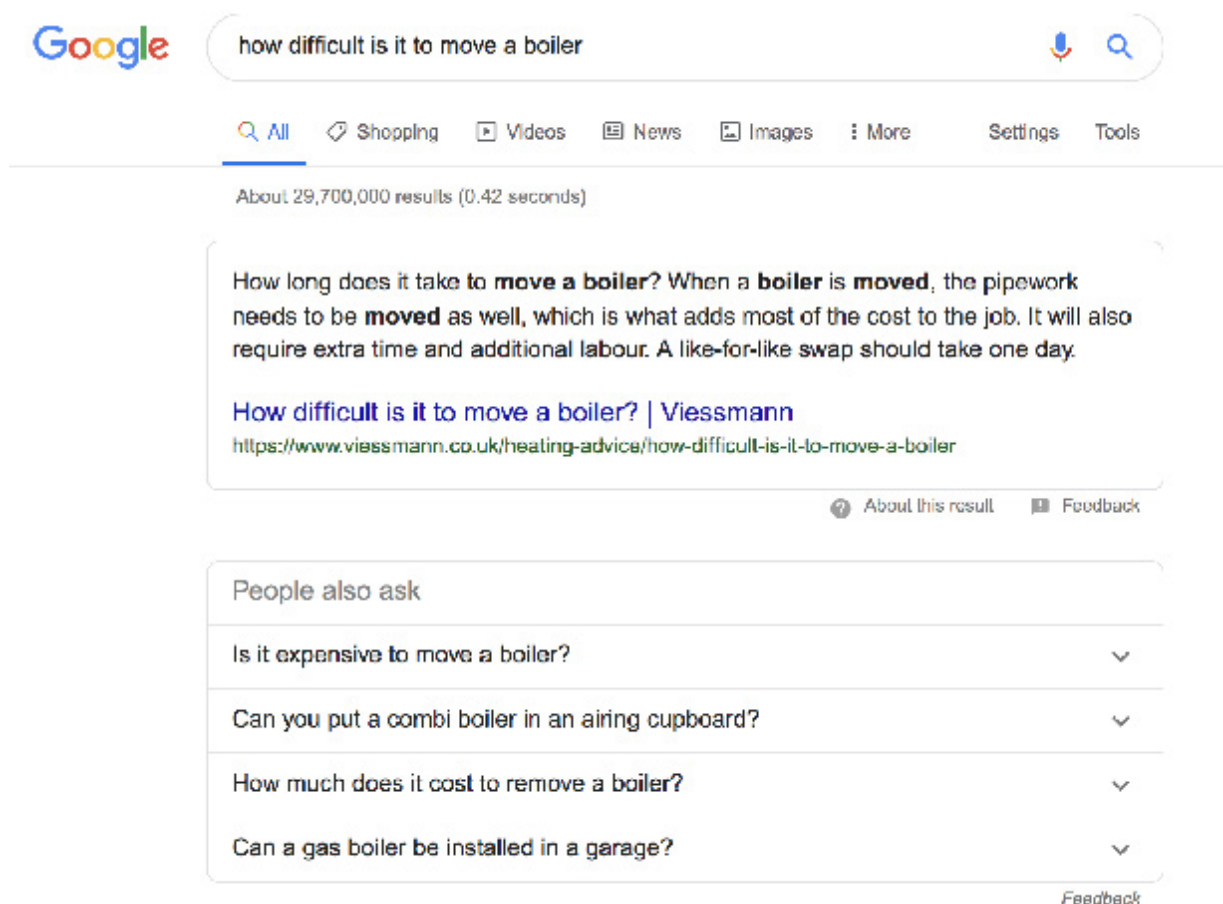
One of the key objectives of our work for Viessmann was to increase the number P1 keywords with which the brand ranked, through implementing a strategy based on User Focused Content (UFC). This is something which we have introduced as a way to bridge the gap between information that the brand has/wants to promote, and what the user is actually searching for. This content is created to answer specific user questions and designed to educate and add value to them.

We sat down with the team at Viessman and came up with a list of questions that they are frequently asked and decided to start writing informative pieces around these.

We started with eight posts with topics such as:

- How to hide a boiler in the kitchen
- What is an airing cupboard?
- How to prevent limescale in boilers?
- What is a flow switch on a boiler?

These eight posts were turned into content and, within ten days, seven were in P1 and one was in P3. Below is an example of how the brand ranks for one of their FAQs.



By implementing all of this we have been able to show the brand an upturn in their overall visibility. Traffic is at record levels and conversions are higher as a direct result of the work that we have done. When we started working with Viessmann that had just seen a drop in SEO visibility as a result of the Google EAT update. By putting in the work and writing a large volume of UFC the results speak for themselves.

Below is a chart from Searchmetrics which shows the drop for Viessmann and the subsequent performance since we began working on the account.



The Carbon Footprint of (Nearly) Everything

You might be keen to cut your carbon footprint, but do you have any idea how much of an impact your current lifestyle has on the environment around you?

In this infographic, we've collated the CO₂e of everything from watching TV to using different forms of transport, as well as tips to help you become more eco-friendly at home. Have your own insights or suggestions you'd like to share? Join the conversation using the hashtag [#HowMuchCO2](#).

Misc

Electricity
& home

Food
& drink

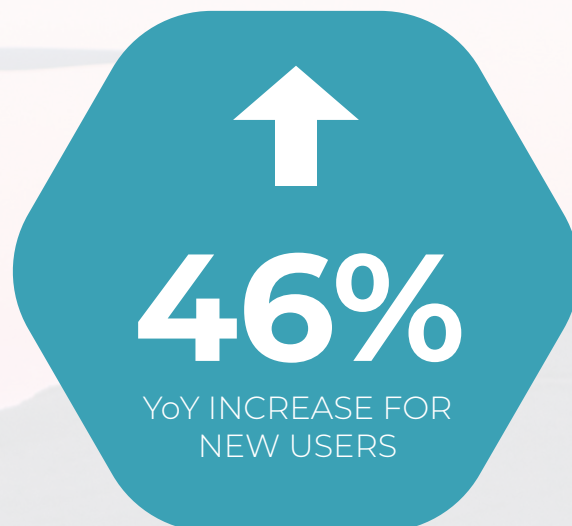
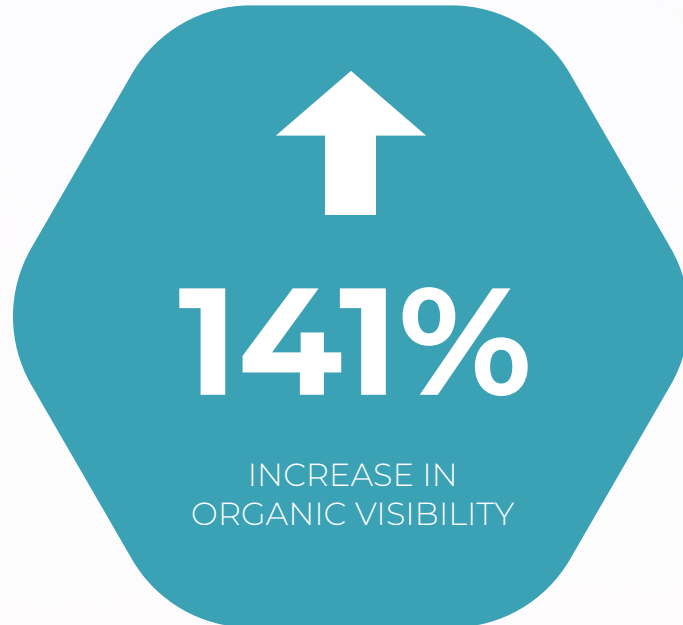
Everyday
objects

Travel

Event

Using photovoltaic panels for a lifetime	-	-50 tonnes
One tree a year	.	-21.7kg
Investing £1 on solar panels	.	-3kg
Sending a text message	.	0.01g
Drinking a pint of water	.	0.14g
Conducting a single Google search	.	0.2g
Drying your hands with a Dyson Airblade	.	3g
Walking through a door on a winter's day	.	3g
A standard disposable plastic carrier bag	.	10g
A mug of tea with just enough water and milk	.	53g
Boiling a litre of water using an electric kettle	.	70g
A standard paper carrier bag	.	80g
A banana	.	80g
An hour's ITV on a 32" LCD flat screen	.	88g
A disposable nappy	.	145g
Travelling a mile by bus in London	.	150g
An average 500 ml bottle of water	.	160g
Travelling a mile by train on the London Underground	.	160g
Sending a letter	.	200g
1 kWh of heat from a modern gas boiler	.	244g
Cycling a mile powered by cheeseburger	.	260g
1 kg of carrots	.	300g
A red rose imported from Kenya	.	350g
Taking a bath using a moderate gas boiler	.	500g

THE RESULTS





VAN DEMON

Van Demon is one of the largest suppliers of specialist auto van parts. Their website consists of information relating to the business and the wider automotive community. One of the main aspects of the site is that it is eCommerce and offers hundreds of products on many product pages. When they approached Click Consult they did so with a view to increasing sales, conversions rates and brand awareness.

OBJECTIVES

Our objectives for the site was as follows:

- Implement a Google Shopping strategy
- Run full PPC audits and competitor research to identify areas of expansion
- Improve CTR
- Increase Sales
- Reduce CPC
- Increase Conversions

HOW WE HELPED

We analysed all previous PPC activity for Van Demon, scrutinising each element in detail to determine what optimisation techniques we could apply at a micro, as well as macro level, to improve overall performance and the help the account to run more smoothly. We identified gaps in competitor strategies, diversified targeted longtail keywords and increased customer relevance to push transactions and revenue through the roof.

To further ensure the client got the best possible return for their budget, we used our proTRAX tool, part of a suite of software developed in-house by Click. This technology allows us to distribute budget across campaigns and channels in the most efficient way.

Our Premier Google Partner Status has allowed us to whitelist the brand for a range of exclusive Google beta features that have had a significant impact and placed Van Demon a step ahead of their competitors. What they needed was simple: an improvement in ROI and to demonstrate consistent revenue growth to move towards being a dominant force in the industry.

We began with a full audit of the account, tightening up the structure and focussing our targeting on the terms we knew were highly likely to result in a sale. We then started to build the account back up, building everything in an extremely tight structure that was conducive to improving quality score and increased relevancy between search term, keyword, ad, and landing page.

We consistently saw very strong growth in both revenue and ROI. High level analysis facilitated strategic use of budget. We looked at attribution modelling to set separate targets for high assisting keywords. We also analysed the effects of different free delivery thresholds on average basket values to help determine the optimum threshold.

We utilised mathematical models to determine bid adjustments for day parting, location, device, and RLSA. Our sole focus was always on increasing the profitability, and we constantly tested different ROIs, and the resultant revenue to determine which levels maximised profit and ultimately increased market share.

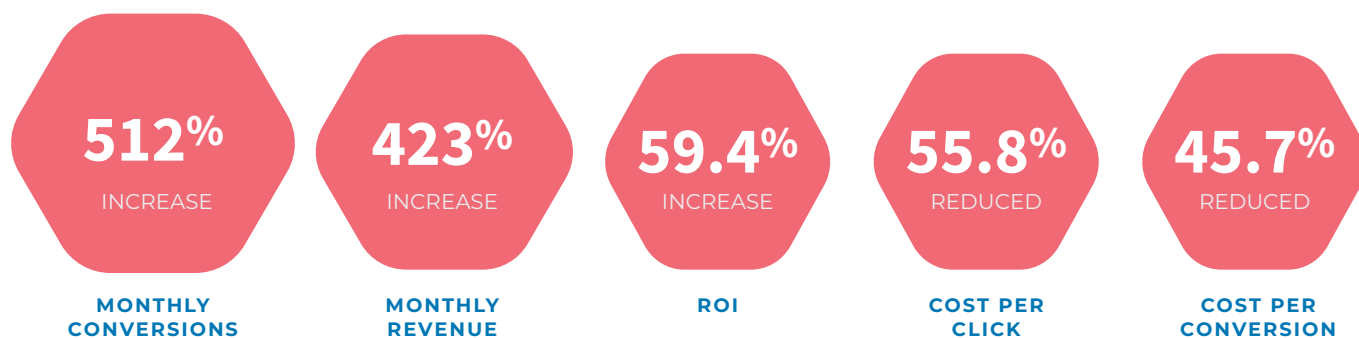
RESULTS

The results for this campaign have been some of the best that we have delivered. Over the course of nine months we split our work into three segments. The first three months of the campaign we got to fully understand the account, conducted all of our research, built ads and started to eat into the competition. The final 6 months of the shopping campaign was where we noticed colossal rises.

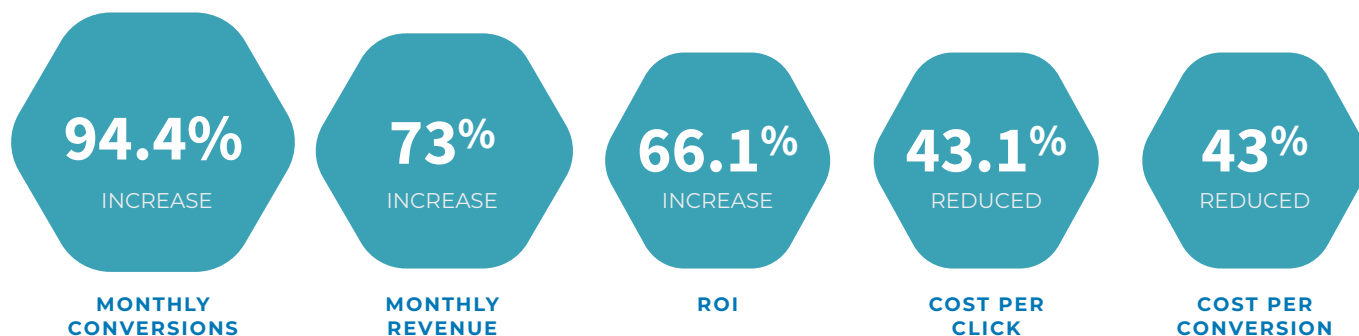
During the first three months our ad campaign generated 12,414 clicks, 1,051,978 impressions, 313 conversions and a revenue of £34,372.03 – We also saw an average CPC of £0.77 a cost per conversion of £30.77 and an ROI of 3.58.

During the next six months our ad campaign generated 189,383 clicks, 20,997,567 impressions, 3824 conversions and revenue of £359,992.25 – We also saw an average CPC of £0.34 a cost per conversion of £16.70 and an ROI of 5.71.

HEADLINE FIGURES (ALL PPC):



HEADLINE FIGURES (SHOPPING):



WHAT OUR CLIENTS SAY ABOUT US



"Click Consult's two-day PPC training course with Head of Paid Search was thorough, informative yet easily digestible. Prior to the training Dave carried out an audit on our current PPC activity to understand where we are, what we'd like to achieve plus any quick and long terms wins to help improve account curation and, most importantly, improve conversion rates.

"The pre-training audit meant Dave was able to target the key areas of interest/concern to us which meant that, while the training was crammed full of advice and guidance, it never felt like we were wasting time on unnecessary topics not relevant to our business goals.

"Dave himself is a fantastic trainer. He is extremely knowledgeable yet patient with an audience getting to grips with PPC. He clearly has a keen interest in search practices and getting the best out of AdWords for Click's clients, sharing many shortcuts, tips and pointers we would never ever have otherwise come across!"

Kwik Fit (for in-house PPC training)

"The team at Click put together a campaign that underpinned our objectives and have achieved fantastic results within a very short space of time."

Julian Charles

"Since working with Click we have seen real demonstrable improvements to our website traffic and Domain Authority. I wouldn't hesitate to recommend them."

PCA Predict

"Comforting to have such a results-based agency, who have firm reporting to feedback every month. I feel comfortable when it is suggested to me that we should be increasing our PPC spend."

The Vegan Kind

**"COMFORTING TO
HAVE SUCH A
RESULTS-BASED
AGENCY"**

“Always an absolute pleasure to work with, nothing is too much trouble and always a high standard of work delivered! Highly recommend.”

Jodi Clark

“I have used Click for a number of years and they continue to provide excellent advice and manage our account very well. The relationship we have with Click has been a major factor in our continued revenue growth as a business over the past few years.”

Ordnance Survey

“As business decisions go this was probably one of our best. It is not often you find such a responsive and intuitive agency who understand what you are trying to achieve. They get it. They take feedback on the chin, we can be very direct sometimes, and they simply run with it and find solutions that work for us. In a market that over promises and under delivers we trust Click Consult to do a brilliant job. I highly recommend Click Consult.”

The Law House

“Click have really stepped up to the plate when it comes to performance marketing, their tenacity and desire to help us as a company improve is second to none. They’re always offering up the best in cost per lead performance, which is seeing our ROI on digital marketing grow exponentially as our relationship goes on. Brilliant project planners, superb project delivery and results to boot, what more could you ask for?”

Adjustamatic Beds

“AS BUSINESS
DECISIONS GO THIS
WAS PROBABLY ONE
OF OUR BEST”

"Having worked with previous PPC specialists with 'good' results, we wanted to find a company that could achieve 'great' results for our business. Click Consult are currently doing this through a more streamlined targeted approach, which consequently is having two main benefits: maximising our PPC budget and driving our enquiries to levels we have not seen previously."

Peckforton Castle

"I used Click Consult to gain a first page search result for my website. With their friendly helpful team I was greatly surprised that not only did I gain this spot, but it surpassed and ranked number one in the UK for at least five of my keywords. As I mentioned their team of friendly professional and very, very knowledgeable members worked their magic and the results spoke for themselves. I would not hesitate to recommend them to all businesses big or small as they are truly fantastic."

Mark Jenner

"The team at Click make digital marketing easy are an extension of the marketing team. They take the time to understand our customer and our business model to enable us to achieve growth whilst improving our ROI."

Chums

"We're lucky to have found Click when we did, they have been the perfect partner for us so far and we're looking forward to working with them for the foreseeable future"

G8Way Insure

“THEY HAVE BEEN
THE PERFECT
PARTNER FOR US”



LET'S BEGIN



PART OF CEUTA GROUP