

Case Study

Heritage Water Tanks have grown from a minor player online to a **dominant one, in only 8 months.**

We have increased our number of leads astronomically and our ROI has also improved. Pathfinder has earned a high level of trust from our company as a result of the measurable benefits that they have helped us to achieve.



LUCY NANKERVIS

National Marketing Manager

↑ 200%

ORGANIC SEARCH LEADS

↑ 45%

GOOGLE ADS LEADS

↑ 300%

ORGANIC SEARCH TRAFFIC

↓ 35%

COST PER LEAD

SEO

SEO was a big focus for Heritage, and there was plenty of room for improvement. Work began with a technical site audit which led to the diagnosis of a number of technical issues preventing the site ranking higher for key terms.

With this resolved, a content plan was developed to capture more relevant traffic, particularly informational searches and longer tail queries, and a white hat link building strategy to help build the site authority. The growth was steady but dramatic and the impact has been felt on Heritage's bottom line.

GOOGLE ADS

Google Ads had been a major lead generation source for Heritage for around 5 years, and they'd seen solid success. From reviewing the account, however, Pathfinder identified a number of issues which were causing significant waste in ad spend. By rolling out a new campaign structure plus a few advanced segmentation strategies, efficiency across the entire account was improved dramatically.

LEAD GENERATION

Finally, in order to reduce the reliance of lead generation on Google, Bing Ads and Facebook Ads were added to the marketing mix in order to complement their overall lead generation efforts. These platforms have provided additional lead channels at a cost per lead of as little as half that of their other channels.