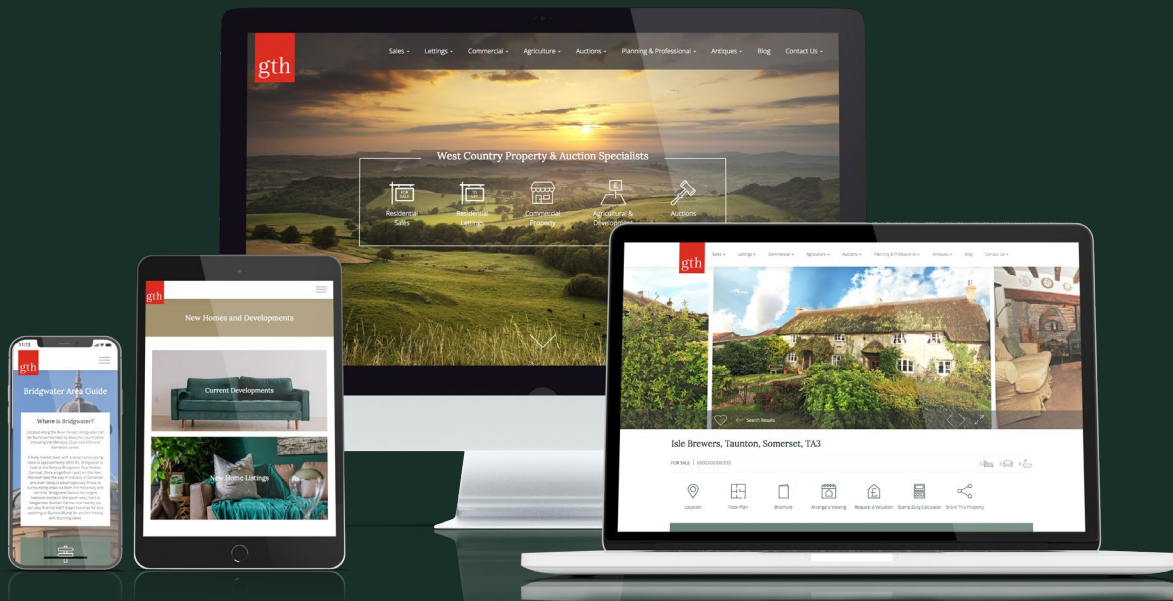


# Boosting new website visits by 82% whilst enhancing and future-proofing critical lead generation infrastructure.

A website re-development and lead generation improvement case study.



## GTH Case Study

### The Client

Greenslade Taylor Hunt are one of West Country's leading estate agency brands. An integral part of the local community, GTH specialise in a host of services from antiques & agricultural auctions, development land & planning services, to the hugely successful Sedgemoor Auction Centre.

### The Brief

With so many services on offer, GTH's brief was to ensure their new website remained simple and easy to navigate, whilst advertising the range of services on offer: essentially, streamline the digital offering, but make sure each service gets equal exposure. With such a high standing in the local community, their website had to be 'catch all' for a huge customer base, each with their own agenda. Simple complexity: no easy task for any business!

The need for balance was highlighted throughout the project brief; create a modern, responsive website that balanced cutting edge design with easy to navigate information for their existing, traditional customer base. At the same time, appeal to a new audience of potential customers, whilst appeasing the existing customer base that formed the foundation of their business.

## Key Challenges

### 1. Streamline and enhance the website user journey

With such a wealth of services on offer, a key part of the brief was ensuring all GTH's services remained equally visible; but give close attention to the user journey and website experience.

### 2. Give GTH complete control of content

GTH needed a fully content manageable website so their marketing teams could easily update the huge amount of content daily, and even build new pages if necessary.

### 3. Improve SEO performance

Each part of the business needed to be able to control their own critical SEO strategies within the CMS software to ensure future adaptability, and continued high search rankings.

### 4. Ensure total compatibility with 3rd party integrations

There were numerous 3rd party integrations needed by GTH to feature on their site, so maintaining this compatibility with the new site and software was crucial.

## The Results

The project with Webdadi has been an unbridled success; with the website experiencing a significant improvement in both web traffic and meaningful customer engagement. Within the first 3 weeks of its launch, the site enjoyed a fantastic **82% increase in new users**, and a staggering **409% increase in mobile users!** This has led to GTH enjoying more customer leads and in the long term, a boost in regular site users, too.

And the good news doesn't stop there! The combined website, CMS and software was successfully integrated with all of GTH's third party integrations by the Webdadi development team. This was a huge win for the client, and meant their site was both future-proofed and always fit for purpose for the challenges of tomorrow.



"From the outset it was clear that our website needed to be in safe hands. The project was a vast one as our firm has a number of business areas that needed to be portrayed to their best advantage, with differing audiences to consider. Webdadi broke the project down into manageable chunks and guided us through step by step. Their knowledge of the technical aspects of the site was excellent and they worked with our third party providers in a professional way. Elliott especially was a fantastic project lead, always willing to talk things through and offer solutions to any obstacles we faced on the way. It was a pleasure to work with him and the team of developers, who are quick to respond and friendly.

We now have a future-proofed, user friendly website that has seen a substantial growth in users and, as a result, has generated a good number of leads. It is also much easier for us to keep the pages and content current and attractive to users. Webdadi have certainly proved to be the safe hands we needed."

Rachel Hopping, Marketing Manager, Greenslade Taylor Hunt

**Contact us today to learn more about how we can help you improve your website lead generation. You can email us at [sales@webdadi.com](mailto:sales@webdadi.com), or give us a call on 0208 246 6060.**