

REBELLION

CASE STUDIES

FCC Paragon

Sector:
Professional Services

Location:
Cosham, Portsmouth



We have been working with Rebellion for a while now and have been blown away by the results, so much so that we have just enlisted their help for our sister company.

They are knowledgeable and pro-active and the results speak for themselves.



Bekki Leaves
Director



26%
Increased Clicks

80p
CPC

9.1k
New Users

400
Average Daily Visitors

The Challenge

Want to know how Rebellion took the average daily visitors from 30 to 400 for FCC Paragon's website?

FCC Paragon offers an expansive list of resources and services for landlords and estate agents across the UK. FCC came to Rebellion when they felt their website could work harder for them. Their old website, while functioning, was mostly used as an online portal for their current clients. This meant that the overall success of new clients finding FCC and understanding their services wasn't as high as they wanted.

FCC Paragon approached us with the goal of improving their online presence and increasing their visibility on search engines. They wanted to rank higher on Google for relevant keywords and drive more traffic to their website. They wanted to run PPC campaigns that was competitive and delivered results.

The Solution

With this in mind, Rebellion conducted a full survey of their website and began to build out a new website. This site focused on user journey, functionality, and keeping the speed and structure light to ensure it could rank for targeted keywords as soon as it went live. Strategy is where it all begins. With a brand new website built with the user in mind, it was time for a targeted strategy to be implemented. Rebels used high converting keywords when creating content and improving service page copy to ensure that the content would be found and ranked by Google bots.

Continuing this strategic approach, Rebels created PPC campaigns that also used intent led keywords, as well as running competitor campaigns to take market share. The main focus was to reduce the cost per click, while increasing conversions. This tactic ensured that the right audience was being targeted, and resulted in amazing conversions. For SEO overall clicks increased by 26% and in the first three months of the website going live FCC had a total of 9.1k new users visiting the site. While PPC results showed an impressive reduction in the average CPC at 80p per click within the first three months.

The Conclusion

Rebellion continues to work with this high intent-lead and strategic approach when it comes to content, social, SEO, and PCC campaigns. With continuous monitoring and optimisation, results like FCC's can be obtained.

Looking to rebelutionise your marketing? Need a break from mundane marketing campaigns? Join us now.

CLEAR CUT

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