

CleanSafe Services Limited

The Challenge.

Clean Safe is a professional cleaning company service London metro area. While the company offered a wide variety of extreme cleaning services, they were not represented on their website adequately.

Upon review, we found that there were three distinct issues that needed attention.

- Hard to find contact phone or email information on the website
- Complete portfolio of extreme cleaning products/services not represented
- Poor content optimization and goal setting for PPC campaigns

ORIGINAL DESIGN



UPDATED DESIGN



The Solution.

We determined that the first issue at hand was to document the user behavior data across PPC and organic traffic. Since PPC campaigns weren't optimized and we needed this data quickly, we turned off PPC campaigns for four weeks. This allowed us to gather enough data on organic traffic and quantify key trends in organic traffic. This helped identify core issues with the navigation and content organization. PPC campaigns were then optimized to improve quality score and number of targeted keywords reduced from 300 to about 60.

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PROJECT SCOPE:
 Information Architecture
 Pay Per Click Campaigns
 Search Engine Optimization