

We've done some



things for Mezzanine International Group

“Sleeping Giant offers a professional, efficient service – and their SEO and social media experts, especially Pascal and Laura, are knowledgeable, quick to take action and a delight to work with.

As a result of the team’s contribution to the launch of a new Group website, our firm has witnessed a 58% rise in user traffic, with all engagement metrics jumping to as much as 100%.

Our ranking on VIP keywords has shown significant improvement too in that we occupy the top three spots across all major search engines for these essential search terms.” – Tanya Palmer, Group Marketing Manager

We took Mezzanine International Group’s site and social media to new heights!

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THE CLIENT

Mezzanine International Group have been designing, manufacturing and installing high quality tailored mezzanine flooring for multinational clients since 1991.

We began working with Mezzanine in June 2015 until August 2016, doing site migration and on-going SEO. Social media work was also temporarily undertaken.



THE BRIEF

Although the client had a website in place already, they wanted a new one which could better showcase their expertise and level of experience as well as reflecting their culture.

They never used their old website to get leads but wanted the new one not only to be visually outstanding but also to be well optimised so they could get high visibility in the SERPs in order to get leads from their varied types of audiences.

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THE APPROACH

The new website had to target different sectors so the first step was to study and understand the different types of audience in order to carry out accurate keyword research.

We then made sure all the necessary technical SEO elements were in place before the new site was launched, from supporting the content creation to mapping out all redirects.

This had been a challenge at times as we didn't have much data of previous performance to work from, the old website not being linked to any analytics or tracking software, but thanks to a very close collaborative work between the client, their developer and ourselves, the site was successfully launched in December 2015 and started to see some very encouraging results from the start.



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Working with Mezzanine has been really enjoyable and we have built a great relationship with Tanya. It has been great to see the business evolve, with the introduction of new groundbreaking products and the subsequent expansion of the website.

Tanya has always been clear about the results she and the business expect and we have been able to produce these, while also offering advice on social media activity and creative content.”

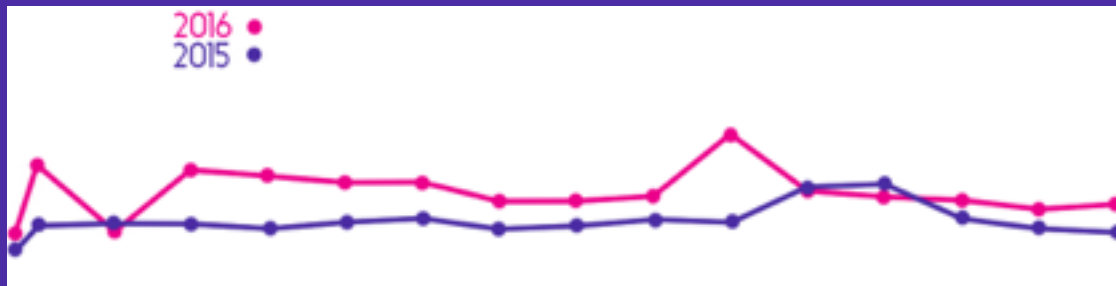
– Laura Dixon, Account Manager

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THE RESULTS

In the first 3 months following the migration of the site, traffic was up 69% versus the previous period, with the average time a visitor was spending on the site up 94% and the number of pages viewed up 86%.

We assisted Mezzanine with Social Media preparation for the IMHX exhibition, by following all relevant profiles on Twitter, this encouraged a number of visits to the site with other exhibitors and potential clients, and generated a number of social conversation opportunities. Impressions were up 316% month on month and followers increased 326% month on month.



GIANT NUMBERS

