

# NATURAL RANKS



Full Service Digital Marketing

# CASE STUDY

---

**Client Name:** ColourFence

**Industry:** Garden Fencing

**Services:** Website Design &  
Development, Hosting, Emails, SEO,  
Paid Advertising, Social Media

# WHY THEY CAME TO NATURAL RANKS

---

ColourFence had been operating for 13 years with no online presence. They had a very poorly designed website and were doing no digital marketing. All sales were made through traditional advertising (flyers, newspaper ads etc)

They approached Natural Ranks as they had been recommended to us and they were looking for a company which could provide a full service to include designing them a new website, hosting it, providing email addresses and a full digital marketing service.

# WHAT NATURAL RANKS DID FOR COLOURFENCE

---

We created them an award winning website.

We provided maximum coverage on Google by providing a Google Ads and SEO service, to ensure they were highly visible for search phrases relating to their products and service.

We managed their social media accounts and increased their following from 500 to 3k likes

# RESULTS

---

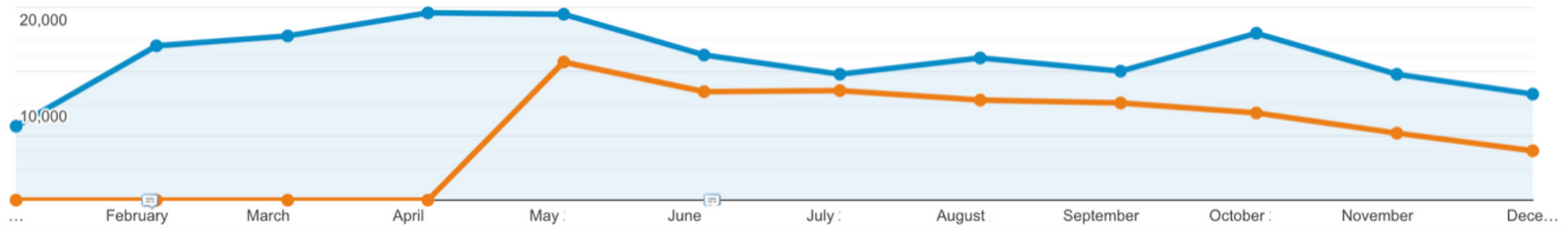
The website won "Best Website" at the annual UK Franchise Awards.

We increased the visits to their website by 128% in the 1st year.

The company were turning over just over 1 million per year before we were hired. 3 years later they were turning over 5 million per year.

# RESULTS

## Year 1:



Users

123.30%

167,439 vs 74,983



New Users

122.24%

166,639 vs 74,982



Sessions

128.42%

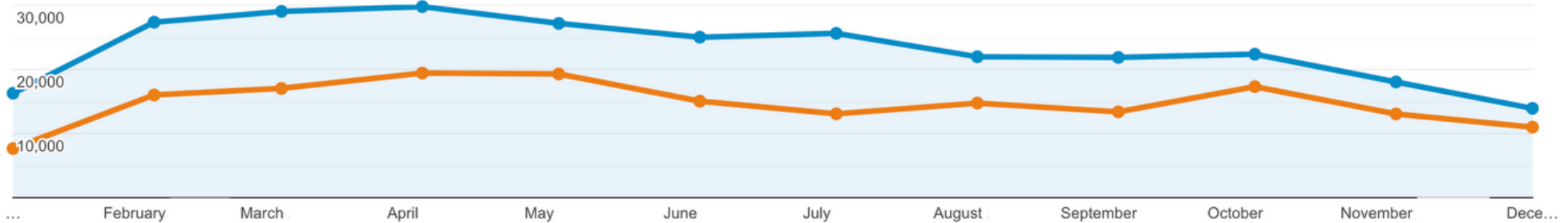
236,139 vs 103,380



We increased their users from 74k to 167k

# RESULTS

## Year 2:



Users

**58.13%**

264,777 vs 167,439

New Users

**58.00%**

263,292 vs 166,639

Sessions

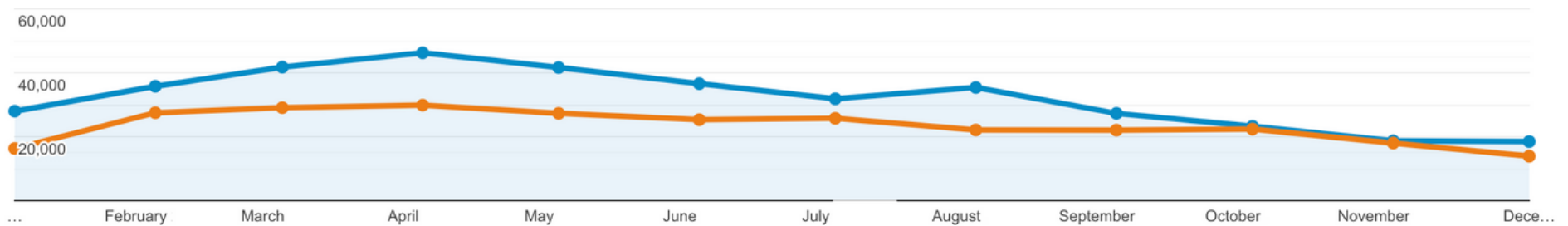
**52.53%**

360,186 vs 236,139

We increased their users from 167k to 264k

# RESULTS

## Year 3:



Users

**37.19%**

362,350 vs 264,130



New Users

**37.85%**

362,941 vs 263,292



Sessions

**41.13%**

508,315 vs 360,186



We increased their users from 264k to 362k





**naturalranks**