

# Bishop's Move

## Paid Search Campaign

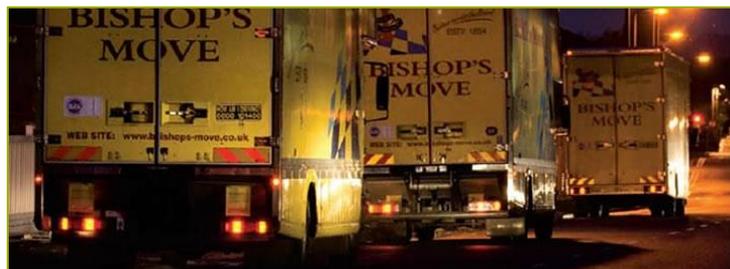


Bishop's Move is the largest owned family removal company in the UK. They specialise in removals and relocation services around the world and provide a valuable service to businesses and consumers alike. SiteVisibility has been delivering results through paid and natural search channels for Bishop's Move for over 5 years.

### The Brief:

For 2013 SiteVisibility revamped the paid advertising campaign to further increase customer conversion rates and deliver more traffic using the same budget.

We came up with an optimisation process that would help them achieve this goal; Bishop's Move have become one of our most loyal clients as a result of a relentless pursuit to continually improve results.



### The Results:

#### 2013 Optimisation Campaign

- 🌟 Cost per conversion reached a record of **£6.14** in June.
- 🌟 Click through rate increased from 3.15% in March to **4.26%** in June (in June 2012 it was 1.61%).
- 🌟 In three months we had 1395 conversions with a cost per conversion of **£8.16**.
- 🌟 Cost per conversion reached a record of **£6.14** in June. In March, before the optimisation, it was £11.19 per conversion.
- 🌟 Impressions increased by **102%** after 1 month and by **591%** after 2 months (from March to May): this happened by increasing the average CPC just by 26% from £1.13 to £1.43.
- 🌟 Achieved highest conversion rate since March 2012: it increased by **99.9%** - from 10.22% in March to **20.43%** in June 2013.

### The Campaign:

In order to achieve these ambitious goals the following innovations and improvements were researched and implemented by our performance marketing team.

- 🌟 Re-structured the AdWords account, extrapolating ad groups and created new campaigns.
- 🌟 Created Sitelinks relevant to advertising groups.
- 🌟 Enabled enhanced campaigns.
- 🌟 Local ad targeting.
- 🌟 Ads scheduled and bids adjusted to reflect user behaviour at different times of the day.
- 🌟 Landing and ad copy testing.
- 🌟 Ad extensions added to enhance campaigns.



### Testimonial:

"Working with SiteVisibility over the past few years has helped us develop our digital marketing capabilities. We have seen a dramatic impact from online leads via our digital marketing channels. We would definitely recommend SiteVisibility to any business looking to expand their visibility online.

Louis Duncley - Bishop's Move

### We can do the same for you:

Contact our digital marketing experts on:

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