

# CASE STUDY

www.garagedoorsonline.co.uk



freetimers™ internet

Your UK Web Design, Website Programming & Development, SEO & Web Marketing Strategic Partner



## VISIT RATES PER MONTH



## PROJECT SUMMARY

Garage Doors Online is a new part of a group of long established building products supply companies specialising in garage doors, commercial doors, gates and industrial doors since 1986. Freetimers was tasked to develop the group's first major ecommerce website, and to market this effectively using search engine optimisation and other forms of web marketing. Garage Doors are a surprisingly complex product, but Freetimers were able to develop the complex algorithms necessary to allow them to be sold online with the full flexibility provided by all the manufacturers. To date the GDO site is the only site in its sector to achieve this, and along with continuous SEO work is now the No 1 ecommerce website in its sector and on Google, with a £ multi-million turnover. Freetimers now has the site ranking in the Google top 10 for in excess



of 25,000 search phrases including being the current No 1 for "Garage Door" and "Garage Doors". Sales rates for the site continue to increase every month, and visitors have increased by 1,771% since 2010.

## HOW HAS FREETIMERS HELPED GARAGE DOORS ONLINE?

- Work started on a website as a start up in January 2007. The site is now the no.1 E-commerce site in its sector, with a £ multi-million turnover
- The site is currently seeing 66k visitors, 580k page views and 5 million hits per month
- The site has achieved 20 of 20 most important phrases in Google Top 5, including 9 No 1s
- Additional un-monitored location and product phrases in Google Top 10 surpass 25,000+

The Garage Doors business is very complex and extremely competitive. We needed a first class ecommerce website to allow us to continue competing, and first rate SEO to get us to the top. Freetimers has succeeded to help us become the No 1 retailer of garage doors in the UK, and we continue to work together every day to continue our business growth.

