

CASE STUDY



freetimers™ internet

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

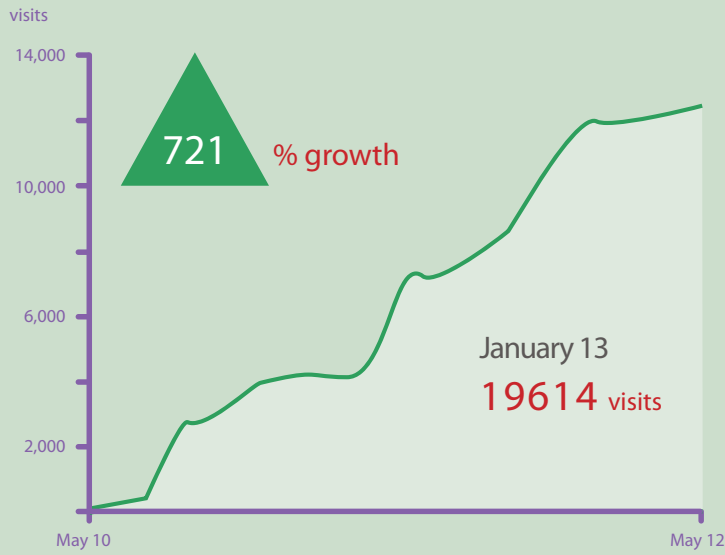


PROJECT:
Simply Education

START DATE:
May 2010

RESULT:
a web-based management system
and 721% increase in traffic
since May 2010

VISIT RATES PER MONTH



PROJECT SUMMARY

Simply Education, a supply teacher recruitment specialist, came to Freetimers as a start up in 2005, with a brief for a new dynamic website and a sophisticated online business management system integrated with the website. Following further development and design updates, Simply Education is now a leader in its field and has grown into a £multi-million business.



Freetimers has guided the business through its system development and various hosting arrangements, which now is a dedicated and robust solution. Freetimers also carries out all Simply Education's online marketing, PPC and SEO.

WHY IS WORKING WITH FREETIMERS IMPORTANT FOR SIMPLY EDUCATION?

- 84 Google No1's, 219 top 5, 273 top 10 of 362 monitored phrases. 15+ page views per visit.
- Simply Education is a vibrant and fast paced business so the integration and automation of back office processes has been a vital tool, and instrumental for its competitive advantage.
- Simply Education's success has not gone unnoticed. In 2011, Dragon's Den participant James Caan approached and invested in the company to help it grow even faster.

Simply Education employees
(now more than 30) use
the system we created every day, all
day. there is little doubt the system
created by Freetimers
is the most sophisticated
in its field.

