

# THE GARAGE DOOR CENTRE CASE STUDY

www.thegaragedoorcentre.co.uk



freetimers™ internet

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



## VISIT RATES PER MONTH



## PROJECT SUMMARY

The Garage Doors Centre (TGDC) appointed Freetimers in 2006 to re-vamp their main site [thegaragedoorcentre.co.uk](http://thegaragedoorcentre.co.uk). Seven years on, they now have 10 websites and the main site's visitor rate has increased by 8,537%. As a whole, the business has evolved from being a regional player to the UK's No1 retailer of garage doors. The main site has now become THE authority site for garage doors in the UK. Freetimers and TGDC work together closely



everyday at all levels of the business.

## WHAT HAS WORKING WITH FREETIMERS DONE FOR THE GARAGE DOOR CENTRE?

- The business has gone from a regional provider to a national player, in fact now the UK's No 1 retailer of garage doors.
- Taken web traffic from 2,000 hits per month to over 2,000 hits per day.
- Daily contact between Freetimers and The Garage Doors Centre to ensure ongoing support is available at all times.
- Out of 317 search phrases being actively monitored, we have 129 Google No 1 positions, 225 Top 5 and 261 phrases in the Google Top 10.
- All 10 of our most important phrases are in the Google Top 5.
- We also have 35,000+ additional product and location targeted phrases appearing in Google's top 10 results.

Freetimers understand our business and they have helped to both hugely increase our sales, but also to improve The Garage Door Centre's ability to handle the greater sales through automating many of our business processes. Not only has this improved our customer service, but it has improved our



profitability and put us into a position where we are better able to compete.