



ONLINE MARKETING SURGERY

TC Cars Case Study

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DEVELOP
YOUR
WEBSITE



INCREASE
WEBSITE
VISIBILITY



DRIVE
VISITOR
TRAFFIC

DISCOVER HOW TO GENERATE MORE LEADS AND SALES!

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Overview

TC Cars is a taxi firm providing affordable and efficient taxi services since 1986, in the Birmingham and Solihull regions.

The business is a specialist in providing taxi services from and to Birmingham Airport, with the largest taxi fleet located within a 5 mile radius of the International Airport. Servicing the general public and businesses, TC Cars needed to respond to the change in medium used to find and book taxi services.

In response to the decline in the physical phone book and yellow pages, and the rise in internet search, both computer based and mobile, TC Cars made the decisions to invest in the help of Online Marketing Surgery (OMS), in order to develop their online and mobile presence.

OMS adopted a 5 step approach to marketing and Search Engine Optimisation to help TC Cars become a successful 'internet first' taxi service.



Our 5 Step Approach

1) Understand the Market

When the decision was made to focus on customer acquisition through online sources, it was clear that a website would be needed that was focused on their particular niche. At this time, TC Cars attracted no keyword ranking from any of the major search engines.

In depth keyword research was conducted and it was decided that the niche of focus would be taxi quotes and taxi bookings, coupled with the specific locations and regions in which the taxi fleet operated.

The keyword research highlighted thousands of keyword terms and phrases that were being searched for by potential customer through the Google Search Engine. The relevant keywords were selected and work began on website development.

2) Website Development

OMS built a bespoke, fully responsive website for TC Cars. The website includes custom functionality such as a post code to post code quotation form (quick quote) and integration of TC Cars' 3rd party booking platform, Cabubble.

OMS ensured that the website complied with Google's accessibility guidelines. Compliance includes the correct use of search engine friendly URLs, creating a sitemap, the use of correct coding and the implementation of a table-free responsive layout.

The new website was structured to attract visitors from the focused search terms. This meant creating categories and sub categories with the key search terms in mind. With TC Cars' niche in mind, this meant using highly relevant category and sub category names such as 'Birmingham City University Taxis' or 'Taxis Jewellery Quarter' as opposed to generic terms such as 'Birmingham Taxis'.

This approach was used in order to help Google and the other major search engines to identify the keywords for which it would rank the category pages for.

3) Converting Visitors

An essential part of delivering results for TC Cars was to not only drive potential customers to the new website but was to ensure that the website could convert these potential customers into paying clients.

In order to achieve this, OMS created the quick quote calculator from scratch. This is displayed prominently on the website and encourages the visitor to get an estimated cost for planned journeys in and around the Birmingham and Solihull areas.

Sitting side-by-side with the quick quote calculator is the integrated booking system from Cabubble. This feature encourages bookings by providing the pick-up time next to a quote for the service offered by the full variety of vehicles, from executive cars to 8-seater vehicles.

4) Lucrative Opportunities

OMS wanted to ensure that TC Cars further benefited from other lucrative opportunities. Business accounts were identified as one such opportunity and an 'Open a Business Account' page was created in order to capitalise on and encourage repeat bookings from businesses.

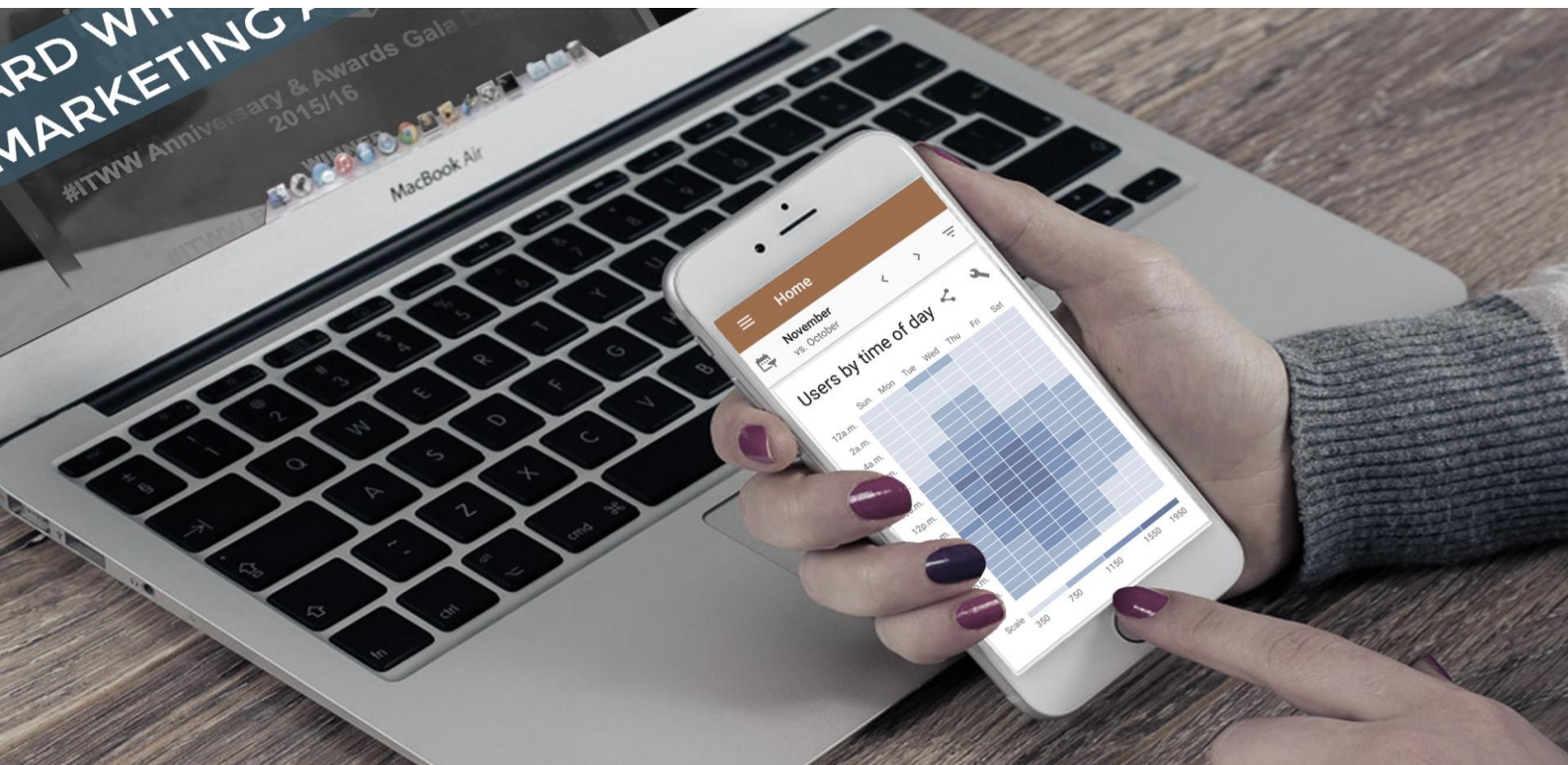
To make this an attractive proposition for businesses, TC Cars introduced monthly invoicing and a priority booking system. In addition to this, Gold Account services for high-spending businesses were introduced.

TC Cars and OMS also identified that acquiring new drivers through the website would also be an opportunity that shouldn't be missed. A 'Careers' page for new drivers was developed highlighting the opportunities and benefits of working with TC Cars.

5) Monitoring and Tracking

Google Analytics was installed to track and monitor the performance of the new TC Cars website. Ranking positions for keywords were tracked and analysed on a monthly basis and this shaped the ongoing SEO work.

The monthly analysis also included monitoring visitor behaviour and this knowledge was used to implement website changes to further improve conversion rates and the Return On Investment (ROI).



Results

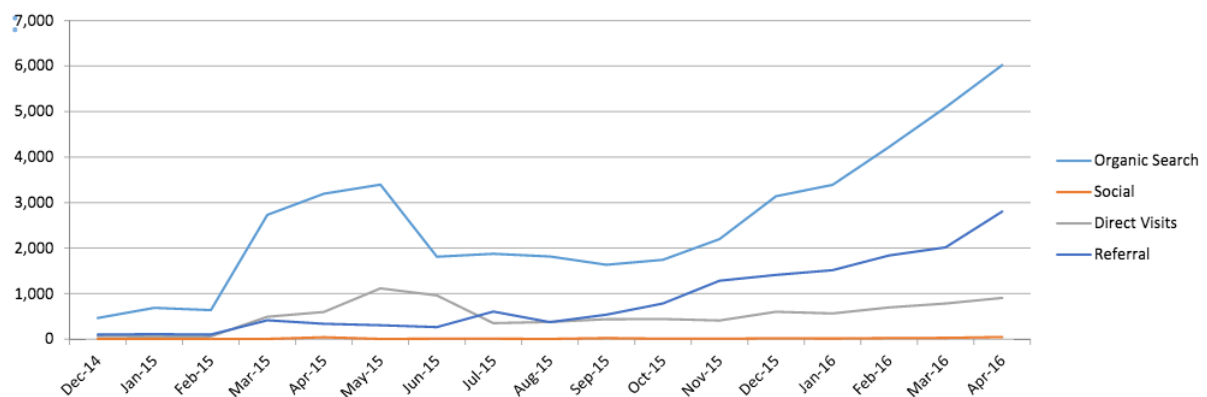
At the outset, TC Cars did not rank for any keywords until the introduction of the new website, which was project managed by OMS and introduced in early 2015.

Over the following 18 month period, the SEO strategy implemented by OMS has led to the TC Cars website now ranking on page one of the search results pages of Google, Bing and Yahoo for more than 200 keyword search terms.

Most critically, 13 of the top converting keywords, which combine the service 'taxi' with the location such as 'Jewellery Quarter', rank in position 1 on Google.

Visitor numbers attracted through organic search has increased by 2,000 percent since the introduction of the new website. Traffic from mobile was identified as a key target and since the regular mobile traffic of 500 visitors per month prior to OMS introducing the new website, the site now attracts more than 7,500 mobile visitors per month.

*All website visits – approx. 630 visits [Dec'15] to approx. 10K [June'16]
Organic search visits - approx. 430 visits [Dec'15] to approx. 6K [May'16]*



As a result of the increased rankings and traffic, TC Cars experienced a huge increase in the number of phone calls and online bookings.

Call 01543 899 617 to find out how OMS can help your business.