



KINGFISHER WINDOWS

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Case Study

Kingfisher Windows is a leading supplier of windows, doors, conservatories and lanterns in the Swindon area.

Challenges & Goals

Kingfisher wanted a new website that would display a strong portfolio of services they have to offer neatly and efficiently. They wanted to retain all the previous content from their old unresponsive site and add more SEO Optimised content too. This would help them to increase their web presence and allow them to be found for more keyword searches.

The Solution

WSI Net Marketing rebuilt the website, adding sharper imagery, allowing them to show off their large portfolio of work. More calls to action, allowing new potential clients to see clearly how they can go about contacting Kingfisher Windows.

WSI created a fully responsive website allowing the site to be viewed on all devices. By using the latest updates from our CMS we were able to allow everything to be resized so it looks amazing on any device the client has to hand.

The newly created galleries allow clients to see exactly what Kingfisher Windows can do for them. The high quality images really show off their attention to detail.

Testimonials were added to the site and can be clicked to give potential clients a better viewing of the text. In the past they have discovered that there's no better way to learn about a company than to read up on testimonials.

The Result

Visits to the Kingfisher Windows website will begin to increase over the coming months due to the website being completely mobile responsive. If your site isn't responsive, Google has started to demote the search rankings for your site.

All round they have had better customer feedback and they have found that their customers are calling more due to it being easier for numbers to be clicked on. This is also because the site has more calls to action.

Due to the clearer and larger portfolio, clients are able to call up with a clear idea of the work they would like carried out. This also means that Kingfisher Windows have a clear idea of what client will be wanting when it comes to installation.

