

# CASE STUDY

Langstone Technology Park is managed by Fasset Ltd and offers managed offices, manufacturing and laboratory space in Havant. They have been clients of WSI for over 5 years.

## CHALLENGES & GOALS

Langstone Technology Park in Havant, now one of a nationwide BEST network of science and technology parks across the UK, has been a client of WSI for five years.

Our most recent project required development of a new responsive skin for the website, on a tight 7 day turn-around, to conform with new branding guidelines.

This client demands a modern fresh website, with automated functionality which works both internally to minimise administration time and costs; and which also generates a flow of new tenants to fill any vacant space available. In the early days, the client was unsure where enquiries were generated and coming from. Consequently, a full analytics strategy was required to enable them to determine this information, how people were finding them and how visitors were using the site.

## THE SOLUTION

WSI created a responsive skin and overlaid it onto the existing website, effectively creating a new website within 7 days. Although it looked quite different to the current skin, it fitted almost seamlessly over the existing site. The WSI team's attention to detail ensured that the content fitted into the new layout and that improvements - including new responsive gallery/rotating banner modules - were introduced at the same time.

For the past several years, WSI has undertaken SEO for Langstone Technology Park, with onpage optimisation, and informative, optimised articles as part of a strategic content marketing strategy to keep them at the top of the search engine rankings. The website has been developed over the years to produce hundreds of indexed pages.

## WHAT DOES THE CLIENT THINK?

*"WSI have taken the often confusing world of 'analytics' and significantly simplified it for our company. Each month we are presented with an easy to understand spreadsheet of online activity detailing how our visitors are engaging with us and how we can further promote this activity.*

*Furthermore, their understanding of SEO techniques have greatly helped us, and ultimately added financial value to our company. Unlike a lot of similar companies, there is ALWAYS someone on the other end to answer any questions.. This is a rare feature in Digital firms! No hesitation in recommending the guys!" Simon Jenkins, Langstone Technology Park*

Alongside this activity, WSI also manages a small geo-targetted pay per click advertising campaign for this client.

In order to track website enquiries, WSI initiated the introduction of 0845 numbers with call recording and information capture forms. Tracking was introduced to downloads, events and key pages. A monthly dashboard is provided detailing SEO results and activity on the site.

## THE RESULT

Target occupancy rates are met and the website has been adapted over time to meet marketing priorities. Specifically WSI work has achieved a website that delivers. The mobile and tablet displays of the responsive skin will move the content around, so that vertical scrollbars are not required and the content sits well on the page. The new responsive skin brings significant browsing benefits with it. When the website is viewed on different devices (eg mobile, tablet or pc) it not only resizes the content and images where necessary, but also moves the content around, so that the most important content remains at the top of the page.

The site continues to stay modern and fresh with new designs, branding and applications such as Blogs, responsive galleries, news managers, events manage and Twitter integration.

Langstone Technology Park ranks on page 1 of Google, Yahoo and Bing for over 60 keyword phrases. Most of these are in position 1-3 in what is a highly competitive marketplace.

The PPC campaign delivers new clients as and when required. Although still used for strategic reasons, the return on investment for SEO is so good, that PPC is less important now than 4 years ago.

Provision of the monitoring information and taking time to help the client respond strategically has empowered the client. It has enabled them to understand the value of the website in focusing marketing activity where the ROI will be most productive.