



Background

Fencing and Gates is an online store, dealing in different sort of gates and fences for home improvement. Fencing and Gates is a web-trading wing of UK's leading manufacturer of wooden and metal fences, and gates used for home improvement and domestic landscaping.

Plexus Achievements

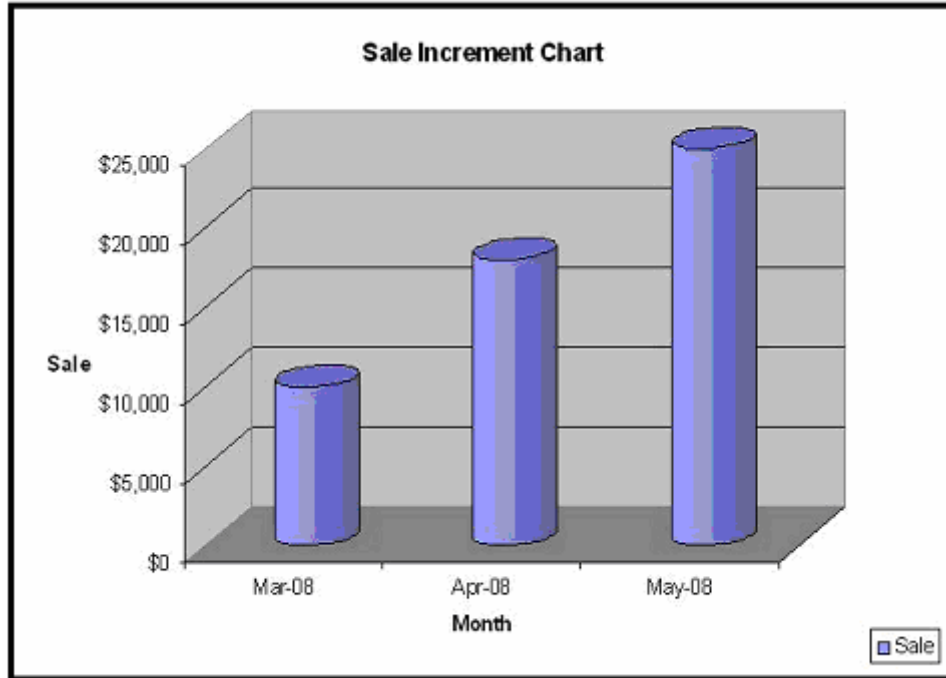
We took over this project on 1st of April 2008 with a mission to make it one of the most successful websites in UK dealing with the home-improvement sector. We have completed two months of successful work with extensive improvements in visitors to the site and most importantly large increase in sales.

Only two months of dedicated work brought Fencing and Gates close to their competitors. They are in a position to pass their competition in the very near future.

Visitor & Sale Increment

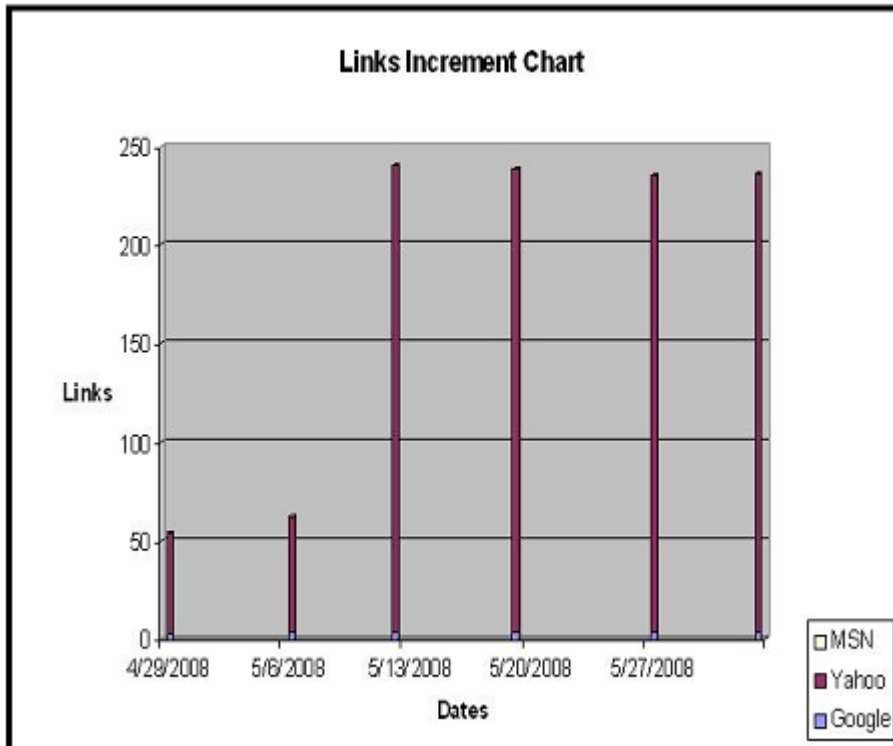
In March 2008, Fencing and Gates had 5,927 visitors, among which 4,258 were unique. In two months, Fencing and Gates reached a figure of 14,726 visitors with 10,926 being unique visitors and a growth rate of 148%. As far as sales are concerned, the website achieved a growth of 200%.





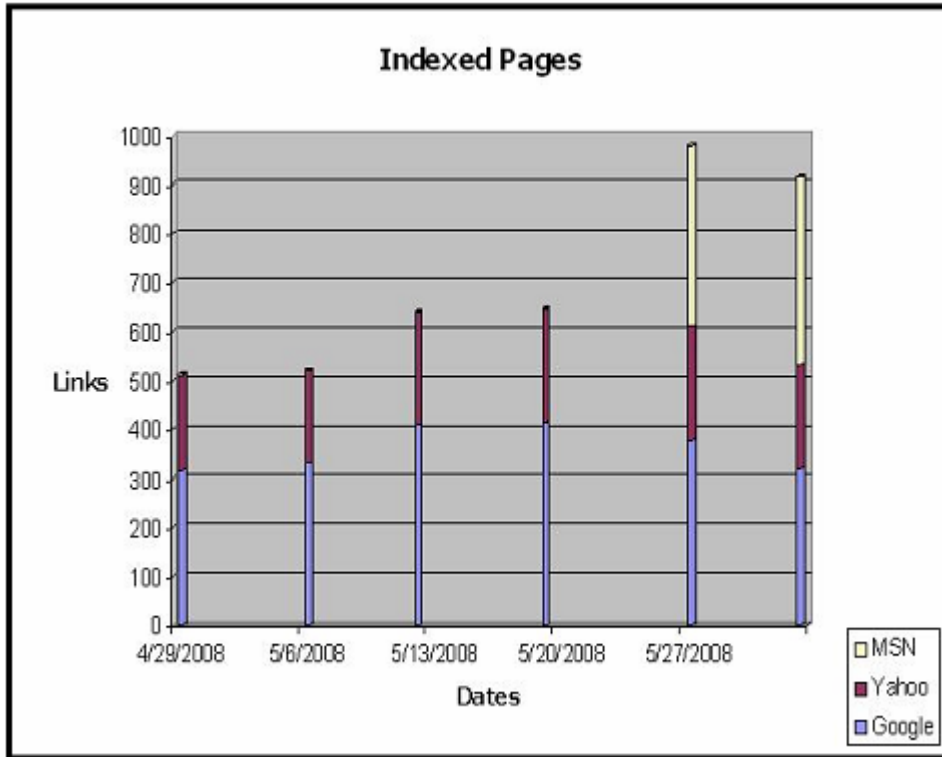
Links Increment

By the end of the first month, Fencing and Gates had 3 and 51 links in Google and Yahoo respectively. After only one month of optimization, Plexus has succeeded in achieving a growth rate of 353%.



Increment in Indexed Pages

A rapid increment can be seen even in the figures of indexed pages after working of only a month, we have achieved 379 pages indexed in Google, 231 in Yahoo and 369 in MSN from a much smaller number.



Conclusion

In only two months, Plexus has provided Fencing and Gates with extremely good results. These results provide an excellent R.O.I. for the customers in their investments in Search Engine Optimization of their website.