

WORKPLACE WELLNESS CASE STUDY



Workplace Wellness



WHO ARE WORKPLACE WELLNESS ?

Workplace Wellness (formerly known as Bradford on Avon Occupational Health) are an established occupational health business based in Bradford on Avon. The team of nurses, physicians and technicians provide an extensive range of services such as health assessments, travel immunisations and health surveillance. The team pride themselves on ensuring people remain healthy and safe in the workplace as well as providing professional advice and a responsive service.

THE CHALLENGE

Our client had recently undergone a complete rebrand of the business including a new name, website and brand refresh. Upon the launch of their website the team understood that they needed to use it as a selling tool. Workplace Wellness reached out as they needed help and guidance to ensure their website was visible to users and the volume of enquiries and traffic was reflecting this.

THE SOLUTION

After undertaking a number of tasks to align our clients new website we evaluated the content on their website and were able to quickly identify the changes that needed to be implemented in order to help their search rankings improve.

We also used various techniques to build high quality links that pushed Workplace Wellness up the ranks in order for search engines to respond with a natural progression.

"Four weeks into our bespoke SEO campaign with Systemagic and already we have increased our visibility and client base. **We are reaching customers who have never heard of us until now** and the excitement in the team is infectious. Thank you Becky and James for really understanding our business and ensuring that this is reflected in our website presence."

Jackie Parker - Business Manager
Workplace Wellness

WHO ARE SYSTEMAGIC?

With over 20 years experience in the industry we pride ourselves on Doing IT Differently.

At Systemagic we provide people-focused IT support, cloud and internet services with no long term contracts to businesses in Bath, Somerset, Wiltshire and beyond.

We understand how vital technology is to your business and to the people involved in it. We take time to understand your business requirements and then provide tailored IT support and services.



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DOING IT DIFFERENTLY