



## CASE STUDY



## WHO ARE HAWKER JOINERY ?

Hawker Joinery is the oldest established joinery business in Bath, with a reputation for quality service and workmanship.

For over 100 years Hawker Joinery have been turning their customer's concepts into high quality bespoke, handmade joinery including windows, doors and staircases. Systemagic have been working with the team for over four years helping them bring their solutions into the modern era of technology.

## THE CHALLENGE

The team understood that if they wanted to continue to expand the business then they needed to target new areas and be more strategic in their overall marketing approach. Our services were put in place to help the business improve their digital marketing strategy. Their goals were simple, see an increase in sales and enquiries through the website and have a top ranking website on search engines.

## THE SOLUTION

We worked with the team to ensure all of their web content was totally optimised and up to date alongside doing extensive keyword research to determine relevant locations to target and the most appropriate terms in which users are likely to search for.

Once locations were finalised we produced landing pages within Hawkers website to target those areas and create a streamline enquiry process for users looking to receive a quotation.

Since working with the team on their SEO campaigns Hawkers are ranking on the first page of Google for **80% of their keywords** and we have seen significant movements through their **rankings of over 179 positions!**

"We have been working with Systemagic for four years and started using their SEO services in 2018. We are grateful for the time that the team spend ensuring we understand the performance of our campaigns, and working with us to make continuous improvements. Not only have we seen an increase in enquiries since working with them, but we have also built a great relationship with a professional, experienced company."

Mitchell Thomas - Commercial Director,  
Hawker Joinery

## 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.

