

# QUICK CREPES

## CASE STUDY



## WHO ARE QUICK CREPES ?

Quick Crêpes specialise in helping their customers make crêpes. They provide fresh crêpe mix as well as a full range of services required to those who wish to open their very own crêperie. With over 20 stores in the UK, Ireland and the Middle East Quick Crêpes are one of the biggest crêpe businesses in the UK.

## THE CHALLENGE

Our client was looking to improve their website's visibility organically. They recognised that by improving their online marketing strategy it had potential to open the business up to more traffic visiting their site along with increased leads and enquiries.

## THE SOLUTION

We worked closely with Quick Crêpes to create the best possible combination of keywords that would assist in driving quality traffic to quickcrepes.com.

Using our custom built dashboard we've been able to track the success of these terms and work harder on those that needed a extra push to ensure maximum results.

We also did extensive competitor research that lead us to help our client rank their website further on search engine results pages.

We were thrilled to see that their Quick Crêpes **organic traffic has increase by over 3 times their original traffic** since we started working with them on their SEO campaign.

## 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.

