



mcm net

digital marketing agency

Harvey Jones

Case Study

60%

Increase in
Unique Visits

325%

Increase in
Facebook Likes

Award

Winning

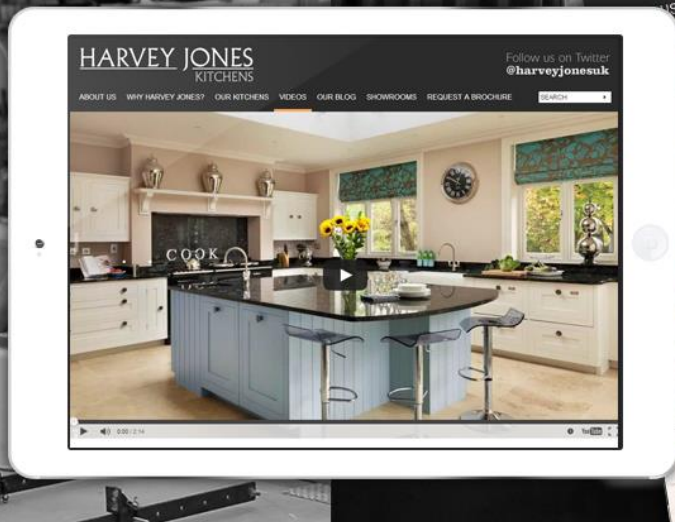
t: +44 (0)1732 368120

e: info@mcmnet.co.uk

w: mcmnet.co.uk

Google
Partner





Case Study: Harvey Jones Kitchens

Brief

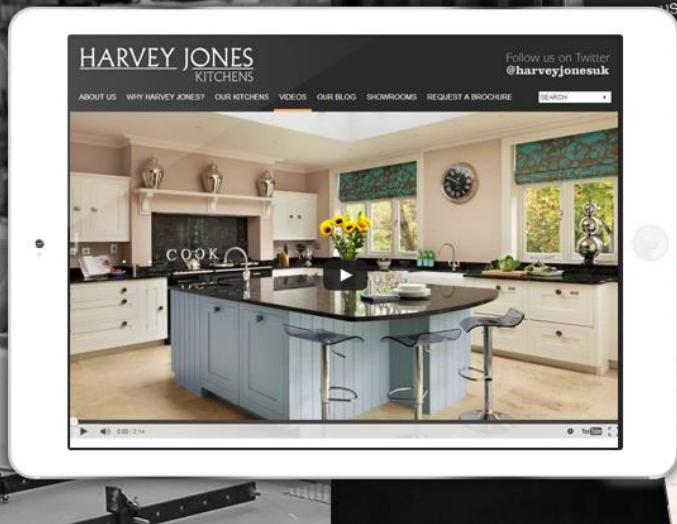
[Harvey Jones Kitchens](#) required a website that would assist in the growing expansion of the business. The site needed to give information about products, showrooms and services, illustrate the brand's USP's , incorporate imagery and, most importantly, drive a potential customer into taking further action.

Harvey Jones were keen to ensure that their website worked over and above shop window level and it was therefore important to ensure that the site was built with [SEO](#) in mind and provided opportunities for users to engage with the brand across social media; both elements that formed second and third phases in this project.

Execution

MCM Net launched a highly visual website that was built with SEO considerations in mind, containing a wealth of high quality imagery showcasing Harvey Jones' kitchen cabinetry. Clear call-to-actions are contained throughout the site including brochure requests, showroom finders and details of Harvey Jones' unique 10 year guarantee.

Post launch, an SEO campaign was introduced to help drive further qualified leads through to the site and in just 6 months, the number of unique visitors had increased by over 60%. Furthermore, MCM Net launched a [social media campaign](#) that focused on serving engaging content, social polls, image content and a staged weekly prize draw giveaway with Fortnum & Mason that saw a 325% increase in terms of likes in just 39 days.



Results

Upon launch, the new site was awarded NMA's prestigious 'Website of the Week' award and through working closely with MCM Net across SEO and social media, traffic on site has increased by over 60%. MCM Net has also helped to generate increased awareness across social media, with a 325% increase in terms of Facebook likes attributed to a Facebook campaign launched towards the end of 2013.

To visit the Harvey Jones site [click here](#).