

## Creative Concrete Constructions get scene



### Customer:

Creative Concrete Constructions

### Key Facts:

- Concreting business
- Family run
- Established in 2006

### Challenge:

- Increase website traffic and visibility
- Demonstrate to customers concrete solutions which are available

### Solution:

- SEO Service from Melbourne IT

### Results:

- Influx of customer enquiries
- Listed at the top of the organic search engine

Sparking customer enthusiasm about concreting can be quite the challenge. Creative Concrete Constructions' (CCC) Office Manager, Damita Carter, readily admits it is not generally seen to be as glamorous as other parts of a building renovation project; however, the CCC team have turned to the Internet to successfully excite their customers about concrete driveways, patios and flooring.

When Damita and husband, Nathan, established CCC in 2006 they were determined to position themselves firmly in Brisbane's concrete market. Backed by four generations of industry expertise, they realised they needed a new way to reach out to customers in what is a competitive industry, as well as overcome the problem that many customers are unsure of what concrete solutions are available.

"We needed to get out there and show people how we can help install concrete creatively," Carter says. "As many concreters don't have a website, we saw it as an advantage, so it is important that we drive as many customers and prospects to our site as possible to excite them with what we have to offer."

### Setting the right foundations

Initially, the family-run business looked into advertising to help increase their website's traffic.

"We were already receiving a number of customers through the newspaper, so we thought we would start there as we weren't sure what to do," Carter says.

"Then Melbourne IT gave us a call to discuss how they could help us build our business online. "They offered us a Search Engine Optimisation (SEO) service to increase our website's visibility."

"And it did - the SEO service got our site to the top of the results list and actually seen."

Research has shown that ranking in the top five of a search engine's results list helps websites attract much more traffic and therefore, more potential customers. As most internet users find websites through search engines, it is vital to small businesses that their websites are as visible as possible in the results list, so that they capture searchers and lead them to their website.

To be placed in the top five, website owners need to understand the key words and phrases which prospects are actively using to find the goods and services a website sells. Once those key words are understood, changes can be made to their website to increase the chances of the site ranking higher, which means more clicks and then hopefully more sales.

“People are naturally coming to our website from search engines, which never used to happen.”

*Damita Carter, Office Manager, Creative Concrete Constructions*

### Rock solid results

CCC has tried a number of different services similar to SEO, but found that Melbourne IT has been the only one which delivered real results. Traffic to the site has significantly increased which has led to a doubling of the monthly quotes issued and a significant increase in the number of customer enquiries for concreting services.

“Since we began the SEO service, things have been crazy,” Carter says. “We have been so busy that we had to take our ad out of the paper as we no longer require it.

“People are naturally coming to our website from search engines, which never used to happen, and many even said they loved the site. We are really big on communication and professionalism, so having a website which people can find and like is important to us.

“We have been really, really happy”.

The SEO service, according to Carter, is helping CCC achieve their main business goal – increasing sales enquiries from prospective customers.

“I can actually see how the website is generating more phone calls through the reports distributed to me,” Carter says.

“The number of visits to the site on a particular day tends to equal the number of phone calls I receive that day. It really is working.”

The increase to CCC’s presence online is only one benefit of the SEO service. Carter says using SEO has also helped eliminate a number of advertising costs.

“It has been worth every cent,” she says.

“I don’t have to get too involved either as it is all done for me. At the start everything just came together and the ongoing service and support is prompt and flexible.”

“Melbourne IT understands my preferences and needs and they are always helpful and polite. Plus, we haven’t had any technical issues, which surprised me at first.”

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### Setting your rankings in stone

Melbourne IT’s SEO service is an ongoing consultative relationship built around the business and its online marketing objectives. Dedicated SEO specialists analyse technical, marketing and content capabilities and then develop a strategy and project plan for an on-going optimisation campaign to suit the businesses’ needs.

Due to the ongoing success of the SEO service for CCC, they are now looking into using more services from Melbourne IT. “Seeing as we are really impressed with Melbourne IT, we won’t look at using anyone else,” Carter says.

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