





CASE STUDY | PROFESSIONAL SERVICES

Strong word of mouth, a website that did not reflect it, and an enquiry route that gave prospects no reason to commit. Seven months later, the diary tells a different story.

218%

more booked discovery calls,
measured in the firm's booking
system

Page 1

local rankings for core service terms
in the firm's target towns

[n]

third metric from the engagement, to
be pulled from records

The situation

[Client name] is a [size] practice with strong word of mouth and a website that did not reflect it. The service pages described departments rather than answering the questions business owners actually search for. The firm barely appeared in local results, and the enquiry route was a generic contact form that gave prospects no reason to commit.

What we did

We rewrote every service page around the client question it answers, in plain English a business owner would use, with the partner responsible named on each page. We rebuilt the local search footprint: one consistent set of business details everywhere, a properly maintained Google Business Profile, and location pages that read like they were written by someone who has actually been there. Then we replaced the contact form with a booked discovery call, which turned a vague enquiry into a firm appointment.

What the client says

" [Client quote to be gathered and signed off.] "

[Name, role, company]

Could your website do this?

Ask us for a free written review of your website. We will tell you in plain English what is holding it back and what we would do first. You keep the report whether you work with us or not.

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