





CASE STUDY | AGRICULTURE & RURAL SERVICES

A website that looked respectable in the office and fell apart everywhere its customers actually were. Twelve months after the rebuild, the numbers below tell the rest of the story.

2x

organic search traffic, twelve months
after launch

3x

qualified phone enquiries, measured
through call tracking

Minutes

to update products in-house, instead
of a support ticket

The situation

[Client name] had a website that looked respectable on an office monitor and fell apart everywhere its customers actually were. Farmers browsing from a tractor cab on patchy 4G met slow pages, forms that stalled, and product listings that had drifted out of date because updating them needed a developer. The phone still rang, but almost entirely from existing customers. The website was bringing in next to nothing new.

What we did

We rebuilt the site mobile-first and tested it at low bandwidth rather than on the office broadband. Every product page was rewritten around what the customer types into Google, not what the trade calls things. Stock levels now come across from the back office on a scheduled import, so the site stays honest without anyone lifting a finger. And the phone number sits at the top of every page, because this is a sector that buys by ringing up.

What the client says

"[Client quote to be gathered, two or three sentences in their own words, signed off by them.]"

[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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