



WEB
BEHAVIOUR
SPECIALISTS

CASE STUDY: BUREAU VERITAS

250% ROI For B2B Brand

Technical website audit, SEO optimisation for certain sections of the site, content strategy for 2 new sections of the site and strategy, set-up and management of PPC campaigns.



BUREAU
VERITAS

WBS X BUREAU VERITAS



Bureau Veritas

B2B focused global leader in Testing, Inspection & Certification

Established in 1828, Bureau Veritas work across many industries, incl. aerospace, construction, oil & gas, retail, transport & infrastructure and public sector

Online presence

Global presence in over 140 countries on all continents

Objective

Brand awareness & lead generation

Lead time

6-12 months to convert lead into a customer

Website conversions

Request a quote, contact us forms & phone calls



The Challenge

Increase awareness and acquire new leads via website

Traditional marketing

Well known in the market, Bureau Veritas had been acquiring new clients in traditional, offline ways but not getting any leads from the website

Website leads

The website was not user friendly and mobile optimised so there were no leads coming from the site.

Website

The website was not optimised for search engines so potential customers weren't able to find it when looking for related information/services.

Measure results

Website conversions were not tracked in the Analytics tool, making it difficult to evaluate and justify marketing efforts.



The Solution

Multichannel campaign focused on increasing awareness and online leads

1

Website audit

WBS performed a detailed website audit, which covered all of the important aspects of the website, incl. an SEO technical audit, content audit, competitor analysis, usability, navigation architecture, etc. WBS prepared recommendations on how to fix all of the issues, improve SEO rankings, usability & increase the conversion rate.

2

SEO & Content Strategy

WBS completed SEO on-site optimisation for certain sections of the site, incl. content and HTML elements optimisation, removing duplicated content etc. We've also created a content strategy for 2 new sections of the site.

3

Paid Search

WBS created a new PPC strategy which covered different services, incl. ISO 9001 certifications, Health & Safety, Acoustic & Vibrations, Asbestos, etc. Due to the nature of Bureau Veritas' business and the time required to convert leads into clients, we ran short-term campaigns for different services, e.g. a 3-month campaign for ISO, 3-month campaign for Health & Safety, etc.





The Results

Positive ROI on all digital activities

Each PPC campaign brought positive results in terms of website traffic as well as leads generated. The 3-month ISO campaign brought over 110 leads with a conversion rate of 4.3% (site avg. 1.8%). From all delivered leads Bureau Veritas generated a positive ROI of over 75%. The 3-month Health & Safety campaign brought almost 150 leads with a conversion rate of 1.8% (site avg. 0.7%).

From it Bureau Veritas generated new business, which delivered a positive ROI of over 250%. WBS continue running campaigns for other services and have started remarketing campaigns to re-engage with customers who did not convert on their first visit to the site, further increasing conversions and the amount of leads.

250%

positive ROI

4.3%

conversion rate

150

website leads

120%

traffic increase



The Testimonial



Working on a variety of projects together incl. SEO and PPC, WBS proved to be an expert in their field. They are very collaborative, efficient and professional.

They deliver great results, share their knowledge with our team and provide additional insights for strategic business development beyond their initial remit.

They are a pleasure to work with.



UK Marketing Manager | Celeste Morrissey

About WBS



Driving business performance

We are a team of multilingual digital marketers offering a wide range of digital marketing services tailor made for your business. We help our clients meet their digital challenges & we take pride in forming lasting relationships with them. We are all about numbers and results. Here are the most important ones about us:

53

**Running campaigns
in 53 countries**

100k

**100k conversions each
year for our clients**

100%

**Google
certified team**

12

**We speak 12
languages**



Get in touch to discuss your digital marketing needs

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