



Businessmagnet helps local compressor specialist raise their web presence



www.businessmagnet.co.uk
The UK's leading online Business to Business directory



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Martin Free
Managing Director
at Central Compressor
Services Ltd.



www.ccslimited.com

Providing cost-effective solutions

Established in 1991, Central Compressor Services was formed primarily to offer sales, installation and maintenance of air compressors and associated ancillary equipment. The company covers all makes and models of air compressors and air dryers, condensation treatment packages and air tools and prides itself on providing cost-effective solutions to customers with any kind of compressed air system requirement.

Based in Welwyn Garden City, the company has its own team of experienced mobile service engineers - providing their customers with a swift response to breakdowns and urgent requirements. Their team of technicians and pipe fitting specialists also perform preventive maintenance on all major manufacturers' compressed air and vacuum products.

CCS also carries a massive range of fittings and just about anything and everything related to compressed air systems - offering customers a next day service for for most items.

Martin Free, CCS Managing Director said "Not many people understand that just about every business on an industrial estate has an air compressor - for one reason or another, so we don't have a really tightly defined target audience, although, obviously, some industries have more compressors than others. Anybody that is manufacturing, almost certainly will have an air compressor - our customers range from as small as car fitting bays, dentists and dry cleaners, up to cement works and major food manufacturers".

Free added "If a business has a problem with a piece of equipment which is covered by a maintenance contract, they want someone to be there within an hour - or two at most. We operate from our base in Welwyn Garden City and geographically we prefer to serve an area of anything within 100 miles from here, with a preference of North of London if possible - but depending on the customer and the job, we cover the whole country".

Describing the business, Free said "We are a typical SME sized business really and we don't have many competitors that are larger than us".

"We incorporated in 1991 from zero and we were fortunate enough to come across a number of fairly large companies who gave us a good head-start, since then the business has continued to grow through a combination of word of mouth referrals and our marketing efforts. In the early days we did some mail-shots and some conventional print ads in Thompsons directory - but as they are more of a business to consumer directory they didn't prove that effective for us. We were approached by Businessmagnet in 2006, they showed us how to update our site raise our presence on the web - we did have a site, but it was fairly old fashioned, our Businessmagnet account manger told us about how the search engines work and helped us put our current site together, we have been getting busier ever since". Free said.

"Businessmagnet proves far more cost effective, costing us half as much and delivering twice the response of any other b2b directory"

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ADVERTISING WITH BUSINESSMAGNET

Businessmagnet is one of the largest Business Directories in the UK. We achieve over 3.5million page views per month and are viewed by many as the only directory solution to use. Our SME customers range from small one-man companies to some of the largest and best known organisations in the world.

Businessmagnet offers various advertising packages to suit both budget and desired level of coverage.

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He added "Our overall objective was to achieve a higher profile on the web for our main products and the business generally - then maintain and build on that. We have been with other directories and we are still with one which we will probably be discontinuing at the end of that contract because it's expensive and I'm not convinced it is delivering a good enough return on our investment. Businessmagnet proves far more cost effective, costing us half as much and delivering twice the response of any other b2b directory".

Before commencing their activity with Businessmagnet, the company acknowledges that they had very little presence on search engines such as Google, previously only being able to be found under their company name. Search engine exposure has now been increased by nearly 50%.

The company can now be found under a large range of key terms such as 'Reconditioned Compressors' and 'Screw Compressors'. In the past, enquiries through online media were few and far between - since commencing activity with Businessmagnet, exposure and enquiries have dramatically increased - Businessmagnet is now the company's top referrer.

Tailoring activity with Businessmagnet - three tactics in one campaign

In 2006, Businessmagnet proposed the company should utilise three particular tactics in their campaign:

- **An Enhanced Listing Plus**

A cost-effective solution which boosts the position of the listing to 'recommended' status and includes a mini client defined description in each product and service category the company is listed in.



