

Ferguson Metals

A leading supplier and processor of specialty stainless steels and high temperature alloys

Challenge

Significantly increase the number of quotes requested through Ferguson Metals' website (considered "conversions")

Solution

Ferguson Metals' website was failing when it came to its most important objective: to contribute to the company's bottom line by facilitating online quote requests. The site was drawing fewer than 1,000 monthly visitors, and the percentage of visitors who requested an online quote was very small.

Upright identified and implemented several key tactics to a) increase the number of qualified visitors coming to the site, and b) compel a higher percentage and larger overall number of those visitors to initiate the sales process by submitting a Request For Quote form to Ferguson Metals. These key tactics included:

- A search marketing program to increase the site's visibility with the major search engines and to drive targeted traffic to the site. Keyword research determined the most relevant terms and site optimization resulted in top rankings.
- A comprehensive site redesign that included extensive research to define specific user groups and their needs. In addition, stages of the buying process and the informational needs for each stage were identified to direct content development.
- Strategic design, navigation, usability and placement of relevant copy and informational elements were based on the research.
- Visual conversion cues such as a very prominent "request for quote" icon on each product page, which linked to a very straightforward RFQ form.

Results

Within six months of launching the new website, Ferguson Metals experienced:

- A 400% increase in visitors to the website.
- A 500% increase in the number of request for quote forms coming from the site. They currently receive more quote requests in four days than they previously received in an entire month.



"Upright provided us a comprehensive website design that is search engine friendly as well as user-oriented. Because of the significant increase in traffic and the variety of contact options, we have seen a dramatic rise in quote opportunities that has far exceeded our expectations. Our new website helps in promoting Ferguson Metals as an established metals supplier and is generating more qualified sales opportunities than ever before."

Scott Fasse, Director of Marketing
Ferguson Metals

