

NetCallidus case study: Nationwide Access

The challenge

- ✓ NetCallidus originally started working with a competitor of Nationwide Access called Panther Platforms
- ✓ They set NetCallidus the challenge of driving significant traffic and sales, in anticipation of a future sell-out
- ✓ This is an incredibly competitive and expensive industry with a surprisingly large amount of equipment sourced online

The approach

- ✓ NetCallidus optimised the Panther Platforms website to ensure search engines could read the content and knew what it was about
- ✓ The firm then created a series of information articles about powered platforms and other equipment, and placed these on hundreds of relevant websites across the world
- ✓ The thousands of resulting links back to the Panther Platforms website increased its relevance in the eyes of the search engines

The results

- ✓ Panther Platforms achieved a remarkable 20 per cent growth in sales just from online attention
- ✓ The traffic to the firm's website was so significant, it was forced to recruit two new sales people
- ✓ And its biggest competitor Nationwide Access ultimately bought the company.
- ✓ Nationwide Access has now appointed NetCallidus to work on all brands in the business. It generates 80 per cent of its new business through the website.
- ✓ Mark Furber from NetCallidus said: "Who would have thought that people who buy £200,000 powered platforms search for them in engines like Google? They do, and the work we do for Nationwide Access allows them to generate significant revenues from that traffic."

Full press resources including images, logos and screenshots, are available online at www.netcallidus.com/press

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