

Client: Mercedes-Benz of Worcester

# **Project Challenge**

The challenge K2 Designers faced was huge, a new venture proposed by director of the largest Mercedes-Benz group in the UK; brand the new website to portray a professional yet 'affordable feel', create a fresh and intuitive site using corporate colour schemes, aim to attract 'new car customers', engage and convert the lead into a sale.

'Website reached page one on Google from 69,000,000 results'

**Site Goal**: Engage customer, capture data, ensure they enquire.

Site Metrics: Goals and Achievements measured through Google Analytics and Google

Adwords



## **Requirements:**

- ✓ Bespoke design and development (The site must look unique and intuitive)
- ✓ Content management system (Allow non-technical staff to update site content)
- ✓ PPC, Google Adwords (Generate instant traffic and visitors to the site)
- ✓ SEO (Generate non-paid traffic through utilization of search engines, such as Google)
- ✓ Site Metrics (Install software's, so all enquiries and visitor information can be tracked)
- ✓ Onsite / Offsite and After Support (Provide support with a Service Level Agreement)

'Website achieved over 400 car enquiries in less than 6 months'

### What we did

We branded the site as "Mercedes 4 Less"; the site was designed from a blank canvas, bottom up. Work commenced immediately after the K2 Team produced the feasibility report. Constant communication was made with the client to ensure every detail and requirement was met, once the work began the client was able to watch the site being developed in real time as we provided secure access for this.

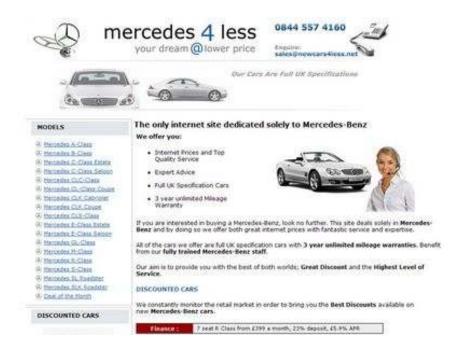
To reduce bounce rate (stopping the visitor from going off the site) and engaging the customer, K2 Designers used a combination of corporate pastel colours, the use of flash media and relevant images / information. This technique is known as landing page optimisation.

### **Testimonial**



"K2 Designers worked with me from the initial concept, through all the planning and implementation, to the site going live and then continued to support the site and myself. K2 designers have always been very helpful and professional and have made my vision a reality."

# Graham George - Mercedes-Benz of Worcester - Managing Director



Web Video Books

Results 1 - 10 of about 69,300,000 for cheap mercedes benz. (0.18 seconds)

Mercedes-Benz cars for sale
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by Dennis Adler - 1995 - Transportation - 96 pages
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