



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



The screenshot shows the Mercedes 4 Less website. At the top, there is a Mercedes-Benz logo on the left, the text "mercedes 4 less" in a stylized font, and the tagline "your dream @ lower price". To the right, a phone number "0844 557 4160" and an email address "sales@newcars4less.net" are displayed. Below this, two cars are shown with the text "Our Cars Are Full UK Specifications".

The main content area is divided into two columns. The left column is titled "MODELS" and lists various Mercedes-Benz models with expandable icons: Mercedes A-Class, Mercedes B-Class, Mercedes C-Class Estate, Mercedes C-Class Saloon, Mercedes CLC-Class, Mercedes CLC-Class Coupe, Mercedes CLC-Class Cabriolet, Mercedes CLC-Class Convert, Mercedes CLC-Class, Mercedes E-Class Estate, Mercedes F-Class Saloon, Mercedes GL-Class, Mercedes H-Class, Mercedes K-Class, Mercedes L-Class, Mercedes SL Roadster, Mercedes SLK Roadster, and Cost of the Month.

The right column is titled "The only internet site dedicated solely to Mercedes-Benz" and "We offer you:" followed by a list of benefits: Internet Prices and Top Quality Service, Expert Advice, Full UK Specification Cars, and 3 year unlimited Mileage Warranty. Below this list is an image of a silver Mercedes-Benz convertible and a woman in a headset. The text continues: "If you are interested in buying a Mercedes-Benz, look no further. This site deals solely in Mercedes-Benz and by doing so we offer both great internet prices with fantastic service and expertise. All of the cars we offer are full UK specification cars with 3 year unlimited mileage warranties. Benefit from our fully trained Mercedes-Benz staff. Our aim is to provide you with the best of both worlds; Great Discount and the Highest Level of Service."

Below the text is a section titled "DISCOUNTED CARS" with the text: "We constantly monitor the retail market in order to bring you the Best Discounts available on new Mercedes-Benz cars." At the bottom, there is a financing offer: "Finance: 7 seat R-Class from £399 a month, 23% deposit, 45.9% APR."



cheap mercedes benz

Search

Advanced Search
Preferences

Web Video Books

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

Mercedes-Benz cars for sale

Cheap new & nearly new Mercedes-Benz cars for sale in the UK. Save money on **Mercedes-Benz** with SaveMoneyOnCars.co.uk
www.savemoneyoncars.co.uk/cheap_new_cars/Mercedes-Benz/ - 59k - [Cached](#) - [Similar pages](#) - [Note this](#)

buy a Mercedes-benz at discount prices| new Mercedes-benz car ...

Looking to buy a **Mercedes-benz**? Visit buyacar, an online UK Car Dealer & Car supermarket for discounted **cheap new Mercedes-benz**, used **Mercedes-benz** and ...
www.buyacar.co.uk/Homexc5509.html - 47k - [Cached](#) - [Similar pages](#) - [Note this](#)

Cheap Mercedes-Benz Discount Mercedes Buy New Cars Online ...

Newcars4less, discounted low prices on new **Mercedes-Benz** cars online, full stock to choose from and UK based **Mercedes** customer service.
newcars4less.net/ - 24k - [Cached](#) - [Similar pages](#) - [Note this](#)

Mercedes-benz C1c Class (new) 200K SE 3dr - Cheap New Car Deals ...

Easy to use New Car Leasing Search to find new car lease and business leasing deals available at jamjar cars.
www.jamjar.com/cars/cardetails.aspx?action...C1c_Mercedes-benz&strderivative... - 22k - [Cached](#) - [Similar pages](#) - [Note this](#)

Cheap Mercedes-Benz E-class New Car Guide For Sale - Yahoo! Cars UK

Find a wide range of **cheap Mercedes-Benz** E-class New Car Guide cars for sale in the UK with Yahoo! Cars UK. Details of all **Mercedes-Benz** E-class New Car ...
cars.yahoo.co.uk/browse_100354123/Mercedes-Benz_Mercedes-Benz%7CE-class_New_Car_Guide - 34k - [Cached](#) - [Similar pages](#) - [Note this](#)



Janis Joplin - Mercedes Benz

Janis Joplin - Mercedes Benz ... Janis Joplin Mercedes Benz ...
1 min 58 sec - ★★★★★
www.youtube.com/watch?v=Q-g7G7N6n7o

Broadspeed New Mercedes-Benz Discount Buy Cheap New Mercedes-Benz ...

Discount Prices on New **Mercedes-Benz**, Buy or Lease a **Cheap New Mercedes-Benz**. Compare the Lowest **Mercedes-Benz** Prices, **Mercedes-Benz** Online Dealers, ...
www.broadspeed.com/new-mercedes-benz.shtml - 36k - [Cached](#) - [Similar pages](#) - [Note this](#)

Mercedes-Benz 110 Years of Excellence - Google Books Result

by Dennis Adler - 1995 - Transportation - 96 pages
While Ransom Olds and Henry Ford developed **cheap**, mass-produced cars ... **Benz** was the top ABOVE. Competition models such as this 1922 **Mercedes** Targa Florida.
books.google.com/books?isbn=0750300461...

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Approved Used Mercedes

Search our current used car offers. Find your nearest **Mercedes** retailer in cheap-mercedes.co.uk/Used

An Official Mercedes Site

Mercedes Approved Used Programme. Cars With High Standards. See More! mercedes-benz.co.uk/approvedused

Mercedes Vans

Specialists In Commercial Vehicles: Call Us Today For A Great Quote!
www.AnchorVans.co.uk

Mercedes-Benz Offers

Offers on New and Used **Mercedes** Across the range Local Dealer **Mercedes-Benz** Hertfordshire.co.uk

Cheap Mercedes For Sale

Browse & buy **cheap Mercedes** 24/7 at UK's leading online car supermarket www.autoquake.com

Used Mercedes & Porsche

Sales, Part Ex, Finance, or are you opting out of your company car? www.HarbourCars.com England

Used Mercedes Benz

With 200,000 affordable used cars in stock. Search in your local area www.motors.co.uk/Mercedes-Benz

Used Mercedes-Benz

Search Official Dealerships Online for Approved Used **Mercedes-Benz**. **Mercedes-Benz** Motortrak.com/Used

Done

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