

HUCK NETS CASE STUDY

The UK's Largest Netting Manufacturer



AT A GLANCE

- Update 2,500 product descriptions
- Update 2,500 product images
- Search Engine Optimisation (SEO)
- Google search, display and shopping ads
- Social media marketing
- Conversion Rate Optimisation (CRO)
- Monthly dashboard and reporting



"We worked with Neural Edge to produce a range of content to support the launch of OMNIS Retail in the UK. In addition, they recommended we use LinkedIn Ads as a content distribution channel which worked really well generating a good number of leads and 2 big contract wins."

Wayne Robbins

Director, Iconography

THE BRIEF

Huck Nets are the UK's largest netting manufacturer. Founded in 1996, Huck manufacture netting for a range of industries including sports, safety, industrial and bird control.

After launching their eCommerce website in 2016 with great success online competitors followed their lead creating a highly competitive environment. Huck's brief was to increase website sales across all categories and build on their initial success with a Search marketing campaign.

RESULTS

118% Increase In eCommerce Sales

Our SEO work led to an increase in organic traffic to the Huck website through landing pages and blog posts.

460% Return On Ad Spend

We ran targeted Google Ads and Shopping campaigns to generate high values orders and high ROI.

+15k Organic Website Sessions

PLP, PDP and blog content helped to generate a significant increase in organic website sessions.

219% Increase In Transactions

Conversion rate increased by 33% and the number of orders through the site went up by over 200%.

SUMMARY

With a data-driven and focused approach we helped Huck to increase their online sales and achieve better rankings across organic search. PPC played a vital role in converting warm traffic and delivered a great ROI for their industry.

We continue to work with Huck Group on multiple brands and website projects with great success.