

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



"Working with Neural Edge is fantastic. They help us reach new markets, create promotional content, analyse data and improve our web operations."

Tony Lucas

Huck Group

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.