



PPC/AdWords
CONTENT
DESIGN
SEO and more...
SOCIAL

PPC



ADWORDS / PPC MANAGEMENT

UWP have various PPC clients - from a shoot location agency to clothing retailers, technology companies to a jazz band.

We are an officially recognised agency and are fully accredited as both a Google Partner and Bing Professional.

We shape both goals and prices around client needs. Read on for a few examples of our work:-

adwords / pay per click

Accredited
Professional



Google
Partner

CASE STUDY ONE

Client sector

Tradesman

Client priority

More for their money. Client was paying a £1000 monthly AdWords budget to one of Britain's best known digital marketing agencies. They were getting one to two enquiries a month.

UWP work

We optimised landing pages for conversions and built dozens of campaigns. We monitor thousands of keywords on a daily basis, constantly searching for improvements.

Result

Three months in, the client has had 165 enquiries - many worth several thousand pounds. That's as many enquiries per day as they were getting every month with their previous supplier.

*As many
enquiries per day
as they were
previously getting
per month*

CASE STUDY TWO

Client sector

Legal industry

Client priority

ROI! The client was using another agency and paying roughly £11 per paying customer (the average customer makes five purchases). This was not a disaster but they set us a target of £10.

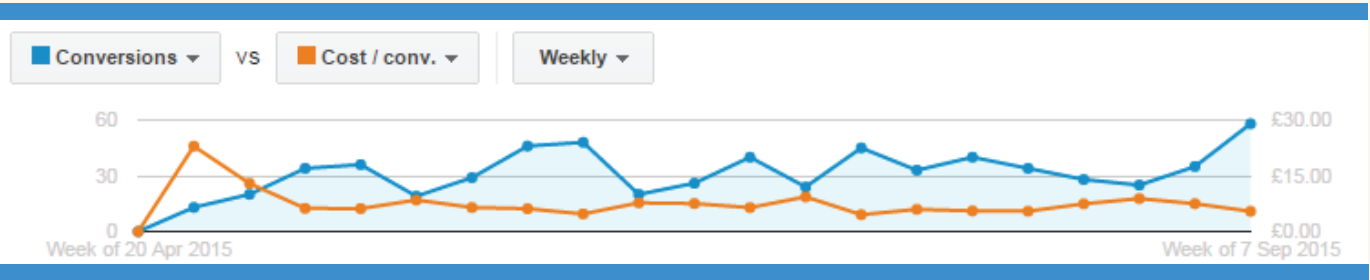
UWP work

We identified various missed opportunities and weaknesses - including times of day, days of week, devices, ads and keywords that weren't performing as well as they should. We rebuilt their campaigns from scratch using our findings.

As many customers for 60% of the spend

Result

At the time of writing, just under five months down the line, the client has had over 650 conversions and the average cost per conversion has shot down to £6.59 - just 60% of what they were paying with their previous agency.



CASE STUDY THREE

Client sector

Tourism (sports tour operator)

Client priority

Our client sells packages to events all over the world and profit margins vary greatly. However, on a budget of roughly £15 a day, three or four enquiries a week would stand them in good stead.

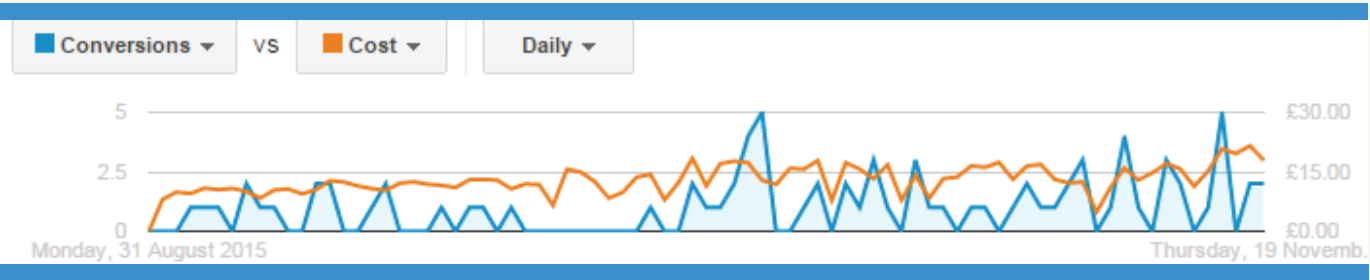
Doubled our target for enquiries

UWP work

We analysed their old account to ascertain what was working and what wasn't and started again from scratch. We made key changes to landing pages and regularly create new campaigns at short notice to reflect upcoming events on the sporting calendar.

Result

It's early days but we are already driving more than one enquiry a day within our £15 budget. We make constant improvements and enquiries seem to be gathering pace. Our client is happy and raising the budget. Click through rate is also very healthy at over 7%.



CASE STUDY FOUR

Client sector

Education

Client priority

The highest possible number of clicks within the budget. Client had an existing AdWords account and wanted to increase the number of relevant clicks without paying any more.

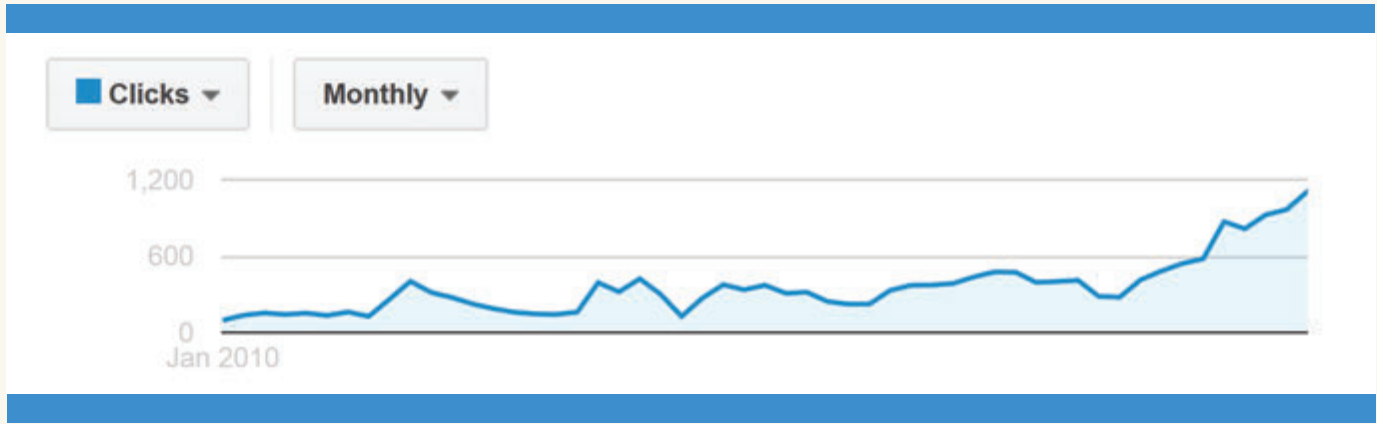
UWP work

We introduced thousands of relevant negative keywords, improved the quality of the ads and changed the bidding strategy and the radius. We also altered some of the keywords, match types and which time of day the ads appeared.

225%
more
paying
clients

Result

The number of clicks has roughly doubled without the budget increasing. Quality has also improved, with far fewer timewasters. They are getting roughly 225% more paying clients a month than they were.



CASE STUDY FIVE

Client sector

Entertainment

Client priority

Reduce the cost per click. The client had an existing AdWords account and wanted more relevant clicks without increasing the budget.

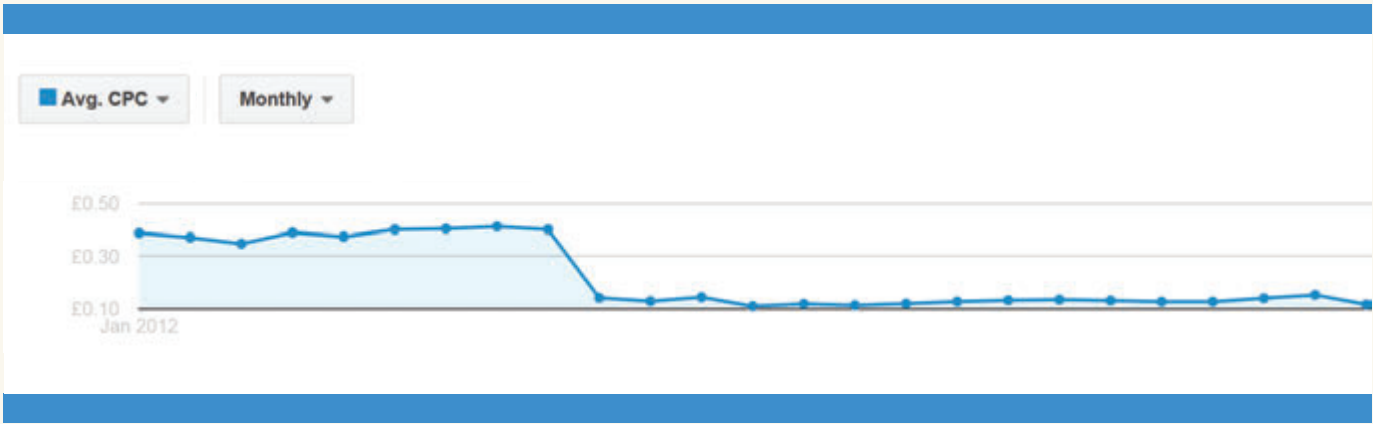
UWP work

We identified certain key areas where the client was bidding too much. We also improved the quality of her ads, added some more relevant keywords, removed some of the weaker keywords and altered the bidding strategy across different times of the week.

CPC has
gone from
40p to 15p

Result

The cost per click has gone from nearly 40p down to approximately 15p, saving the client over 60% of her budget. This is being allocated to more relevant keywords, which has seen her conversions go through the roof.



DESIGN / CREATIVE



DESIGN / CREATIVE

Our design team cover all areas from web design to logos, flyers to photo shoots, infographics to illustrations, brochures to business cards and banners.

We tailor all packages around client requirements to ensure maximum value for money.

Everyone is different so give us a call on **0207 100 4562** and tell us what you need. We'll put a package together that suits your business - and your bank balance.

design / creative



SUNDAR

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Sundar Cashmere are delighted to be supporting Curry for Change 2015. To view our entire range of hand-crafted Nepalese pashminas please visit



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a guide to Maternity Leave

from Howlader & Co. howladerandco.com

Any pregnant employee needs to provide written notice of when she wants to take maternity leave.

Notice should be given no later than the end of the 28th week of pregnancy.

The employee doesn't have to give notice for statutory maternity pay until 28 days before she wants it to be paid.

The earliest a woman can start her maternity leave is in week 29 of her pregnancy.

Pregnant employees have the right to paid time off for antenatal appointments.

The law says women must take at least two weeks immediately after the baby is born. Four if she works in a factory.

Types of Leave

Maternity leave is divided into two halves. Ordinary Maternity Leave (OML) and Additional Maternity Leave (AML).

26 Weeks Ordinary Maternity Leave

- The employee will still get all the same rights under the contract of employment as if she was still at work. The only exception is that she will not get her normal pay unless the contract allows for it.
- The employer has to allow the employee to come back if she wants.
- If she is sick when she is due back at work at the end of Ordinary Maternity Leave (OML), she must send the employer a medical certificate.

26 Weeks Additional Maternity Leave

- If she wishes to return to work after she should receive her old job back or a 'similar' one. 'Similar' means the job has the same terms and conditions.
- The employee may be entitled to pay for the first 13 weeks of AML.
- The remainder will be unpaid leave.
- Pension contributions usually stop after 13 weeks of AML.

Payments

SMP

Statutory Maternity Pay

Statutory Maternity Pay for eligible employees can be paid for up to 39 weeks.

6 WEEKS

For the first 6 weeks 90% of their average weekly earnings

33 WEEKS

For the remaining 33 weeks £138.18 or 90% of their AWE, whichever is lower.

MA

Maternity Allowance

a guide to CHILDCARE VOUCHERS

from Howlader & Co

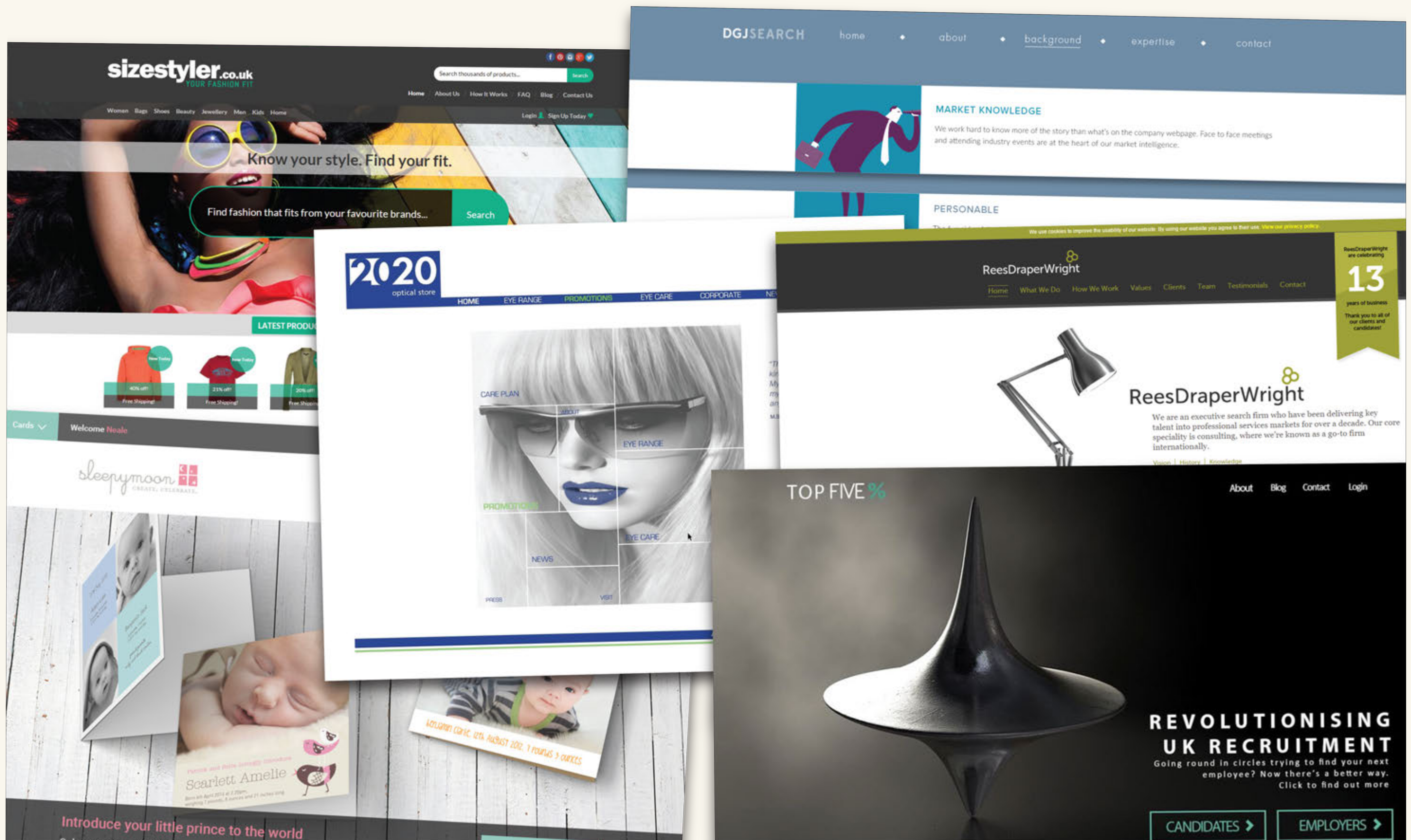
what are childcare vouchers?

Childcare Vouchers offer a highly tax-efficient way of remunerating employees with children, and could save them as much as **£930** over the year. In addition to this, employers also save on their employer's National Insurance costs.

what is covered?

Childcare Vouchers can be used to pay for any Ofsted-regulated childcare for a child up to the age of 15. This includes:

- nurseries & playgroups
- after-school clubs
- holiday camps, activities, etc.
- nannies, childminders, au pairs
- academic tutoring
- extra curricular activities (e.g. music lessons)





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SEO



SEARCH ENGINE OPTIMISATION

UWP have between 40 and 50 ongoing SEO clients of all shapes and sizes - many of whom report a 500-700% ROI on their SEO spend.



Our clients come from various industries. Examples include travel, automobiles, health and financial services like capital allowances, liquidation and accountancy.

We usually provide options for either flat monthly retainers or performance-related packages. Prices start at just a few hundred pounds a month and you won't need to sign a long-term contract.

search engine optimisation

CASE STUDY ONE

Client sector

Automobile industry

Start of SEO work

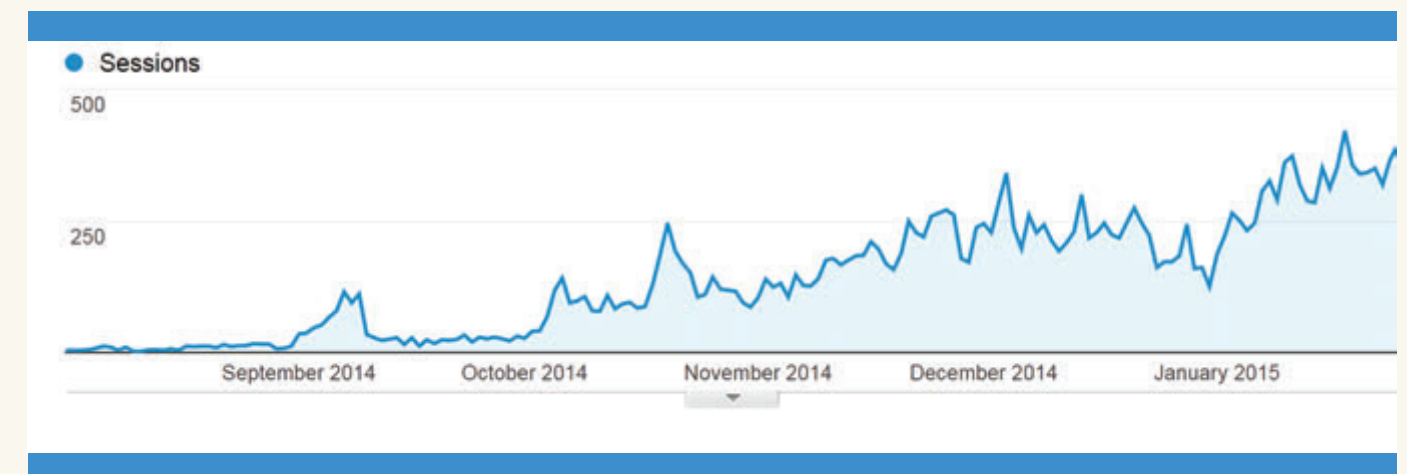
Mid-late 2014

Optimised for

Three very high volume search terms (the most popular having over 90,000 searches a month).

Result

On the fringes of pg 1 for the first two or three months. Now anchored on pg 1, slowly moving up the page. Organic traffic has gone from virtually nothing to 400 sessions a day and we expect this figure to increase massively over the coming months.



“*virtually nothing
to 400 sessions a day*”

CASE STUDY TWO

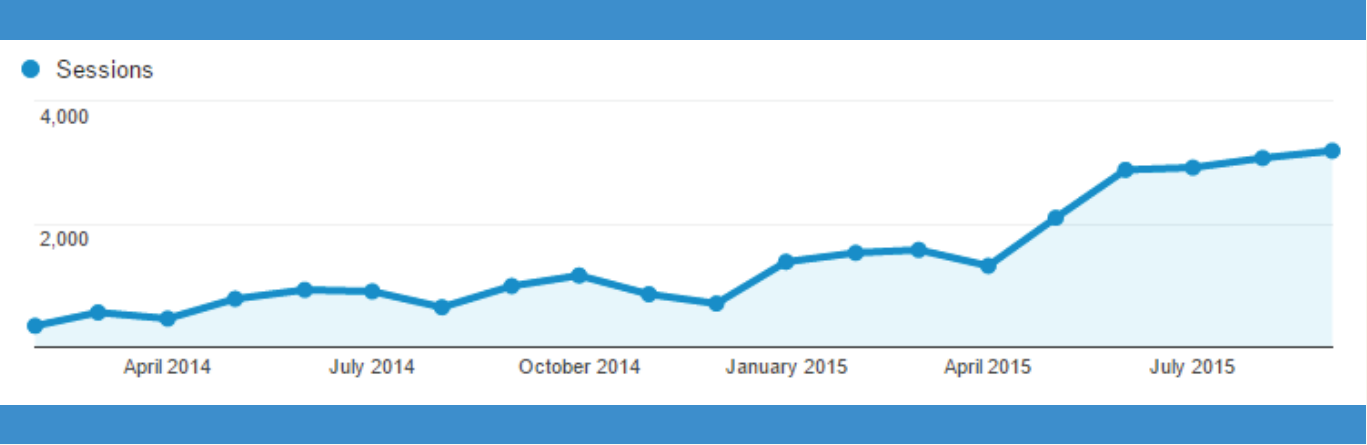
Client sector

Careers advice (CV writing)

Result

We have successfully optimised the client's site for dozens and dozens of keywords - with over 100 on pg 1 of Google. This includes all the most valuable terms in their industry. Their traffic has increased from virtually nothing to over 3000 sessions a month and continues to go up. They have told us it has revolutionised their business.

Over 100 keywords on pg 1 of Google



Opposite are just a handful of the keywords they are ranking for. Their positions on pg 1 of google.co.uk are in the right hand columns:-

Keyword	Position	Keyword	Position
cv design service	1	pay someone to write cv	2
c.v. writers	1	professional cv writing	2
cv writers	1	cv writing company	2
professional cv service	2	cv writers uk	2
professional cv services uk	2	cv writing companies uk	2
cv professional	2	professional cv writing service	2
professional cv writing uk	2	cv service	2
professional cv companies	2	cv writing service	2
professional cv writers	2	professional cv writing company	2
a cv writing company	2	professional cv written	2
professional cv writer	2	professional cv writing services uk	2
cv writing companies	2	uk cv writing service	2
cv writing company uk	2	cv company	2
cv services uk	2	cv services	2
professional cv services	2	professional cv writers uk	2
cv writing service uk	2	uk cv writing services	2
cv service uk	2	professional cv writing services	2
cv writing services uk	2	cv companies uk	2
professional cv company	2	cv writing services	2
professional cv writer uk	2	professional cv writing service uk	2
professional written cv	2	uk cv service	2
professional cv uk	2	cv writer	2
professional cv writing companies	2	professional cv	3
cv writer uk	2	professionally written cv	3
c.v. writing service	2	graduate cv writers	3
cv writing professional	2	cv company uk	3

CASE STUDY THREE

Client sector

Financial services

Start of SEO work

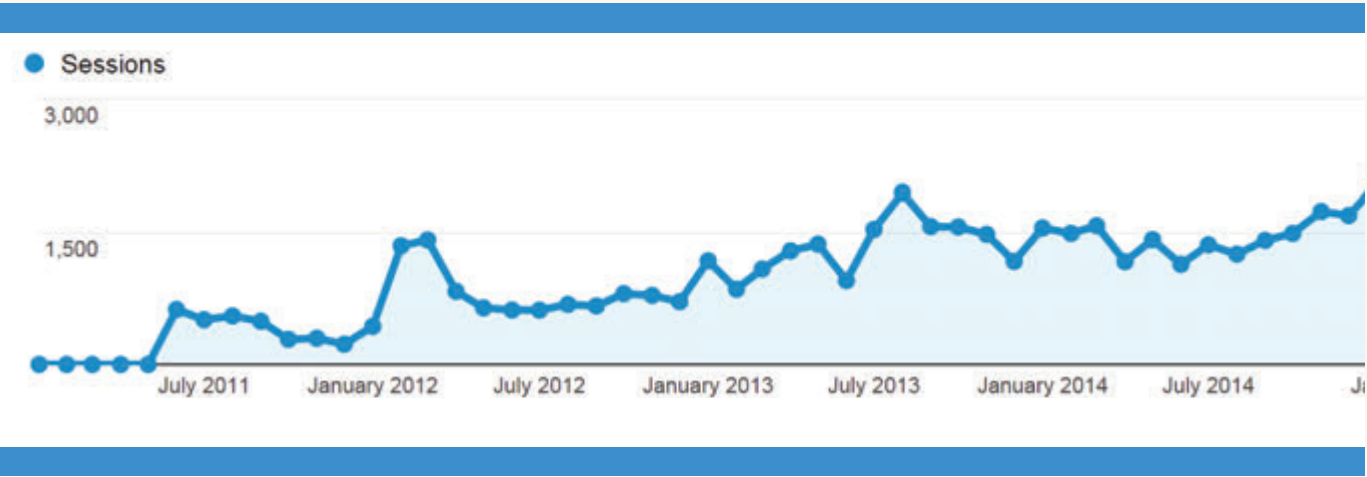
Early 2011

Optimised for

Six mid-volume search terms.

Result

Client gradually climbed the rankings for the first few months before starting to hit pg 1 in mid 2011. They have been in the top 1-3 positions for their six chosen phrases for approximately three years at the time of writing. They are also on pg 1 for another 50 or so connected terms that we don't charge them for.



“on pg 1 for
roughly three years now”

CASE STUDY FOUR

Client sector

Technology

Start of SEO work

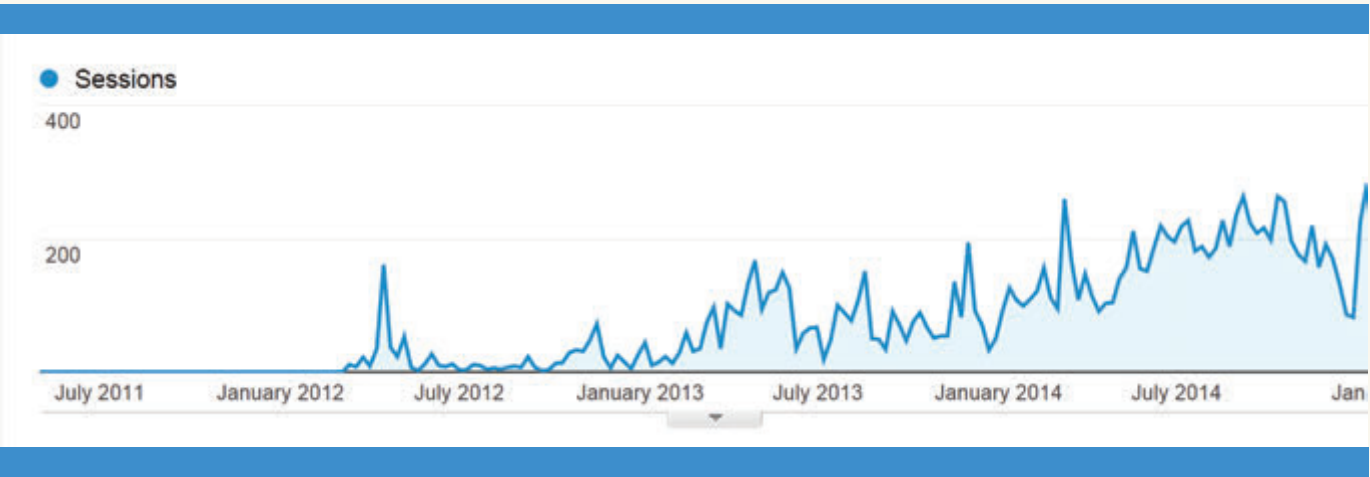
Mid 2012

Optimised for

Five valuable niche search terms.

Result

The client was outside the top 500 positions of google.co.uk for all five terms before UWP started work. All five have now been in positions 1-3 for roughly 18 months. The client averaged roughly five unique new sessions a week before UWP took over. This number is now approximately 200 and continues to rise.



“all five terms
are in positions 1-3”

CONTENT / PR



CONTENT CREATION / PR

Our content packages include on-site copy, guest blogging, email marketing, traditional PR and more - whatever the client requires.

UWP's clients come from a variety of backgrounds, ranging from catering to creative industries, charity to construction. And some that don't begin with a C!

Our copywriters have been read by millions, having written for a host of local, regional and national newspapers as well as prominent magazines and press agencies.

featured in...



content / pr

CASE STUDY ONE

Client sector

Charity (Victim Support)

Client priority

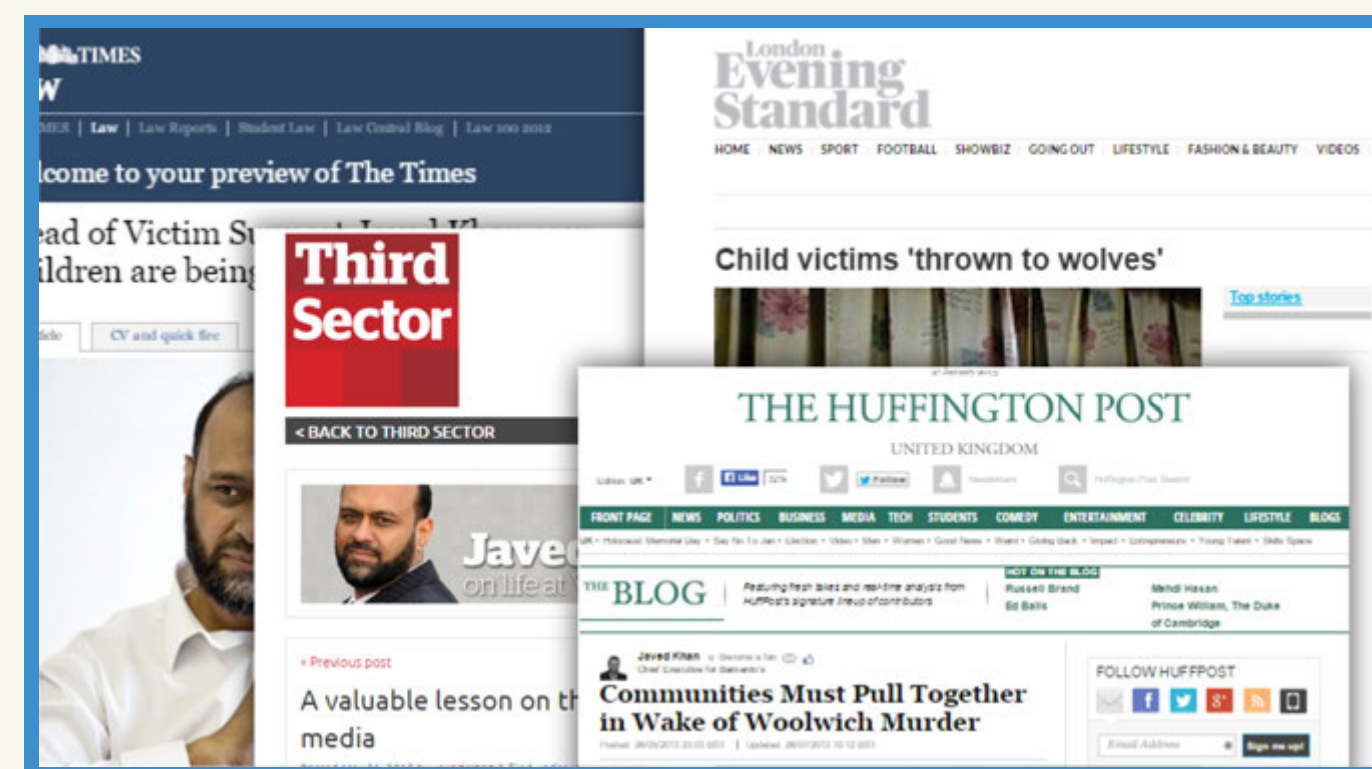
A household-name charity, our client wanted more exposure across various publications to ensure they spread their message to a larger audience.

UWP work

The client employed UWP on an ongoing retainer to write and pitch stories. We were both proactive and reactive - every time a news story broke we were able to react immediately to gain sympathetic coverage.

Result

A variety of stories published across a host of national and regional newspapers as well as in various relevant magazines and websites.



CASE STUDY TWO

Client sector

Careers advice (CV writing)

Client priority

A CV writing company, our client wanted to reach a new audience as a long-term branding exercise but also to increase short-term leads.

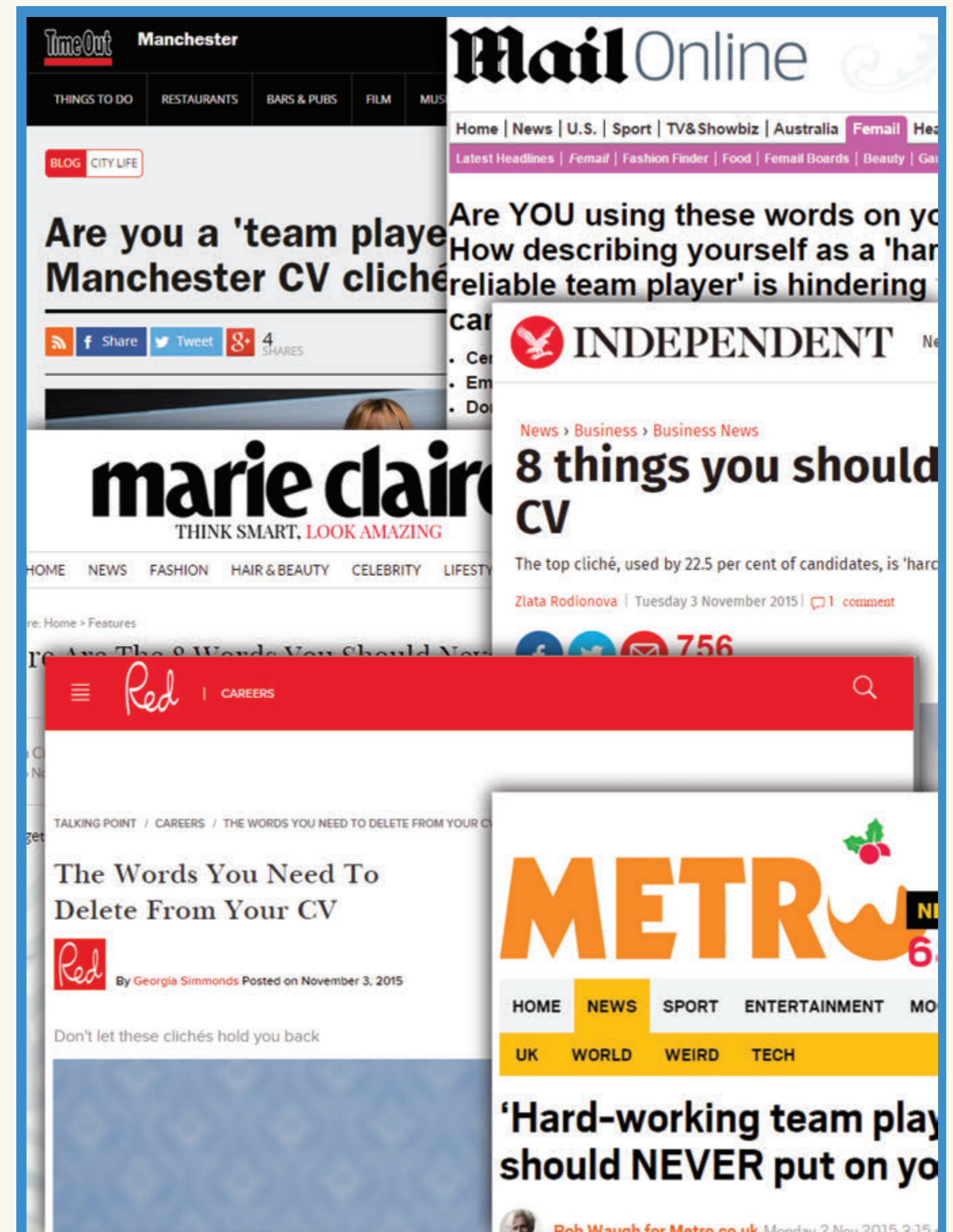
UWP work

We brainstormed ideas and launched a PR campaign. This included running a survey asking over 2000 people which clichés featured on their CVs. We then wrote a press release, approached publications, provided quotes and answered queries to maximise our client's chances of publicity.

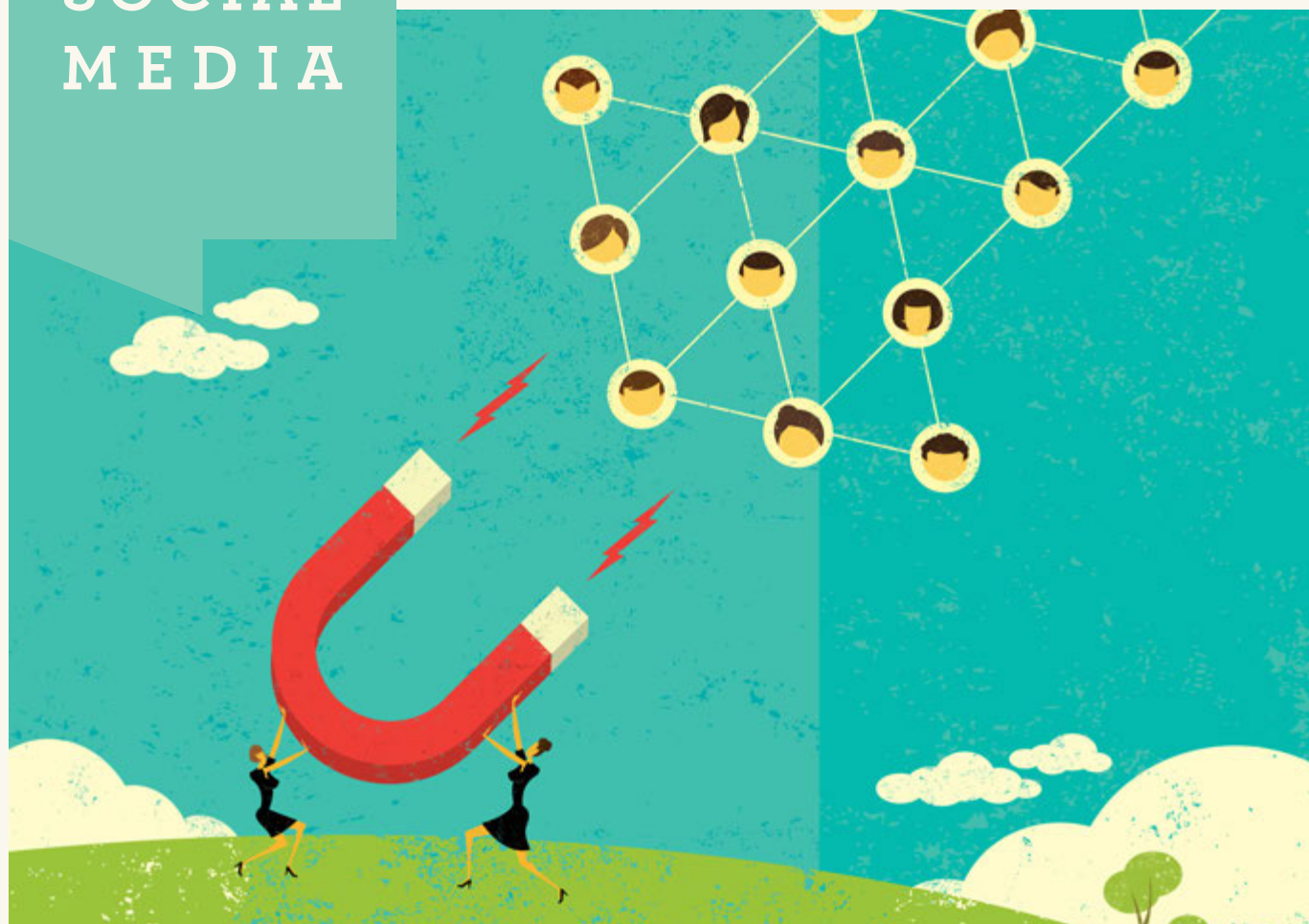
Result

Our client received positive publicity in a variety of household-name publications. These included the Independent, the Daily Mail, the Daily Telegraph, the Metro, Time Out, Red Magazine, Marie Claire and a number of regional and international publications. They also received publicity on radio and TV across the globe. This immediately broke all records for enquiries for our client as well as producing long-term branding benefits.

*“broke all
records for
enquiries for
our client”*



SOCIAL MEDIA



SOCIAL MEDIA MARKETING

Our social media management packages start at roughly £200 pcm - this covers work across all platforms.



We have clients in various industries from technology to legal. No job is too big or small - our experts have run social media campaigns for global investment management groups and SMEs / one-man bands.

We tailor our social media strategies to the client's needs (increasing Twitter followers and retweets / achieving more Facebook shares and likes / demonstrating an increased authority on LinkedIn).

social media

CASE STUDY ONE

Client sector

I.T.

Client priority

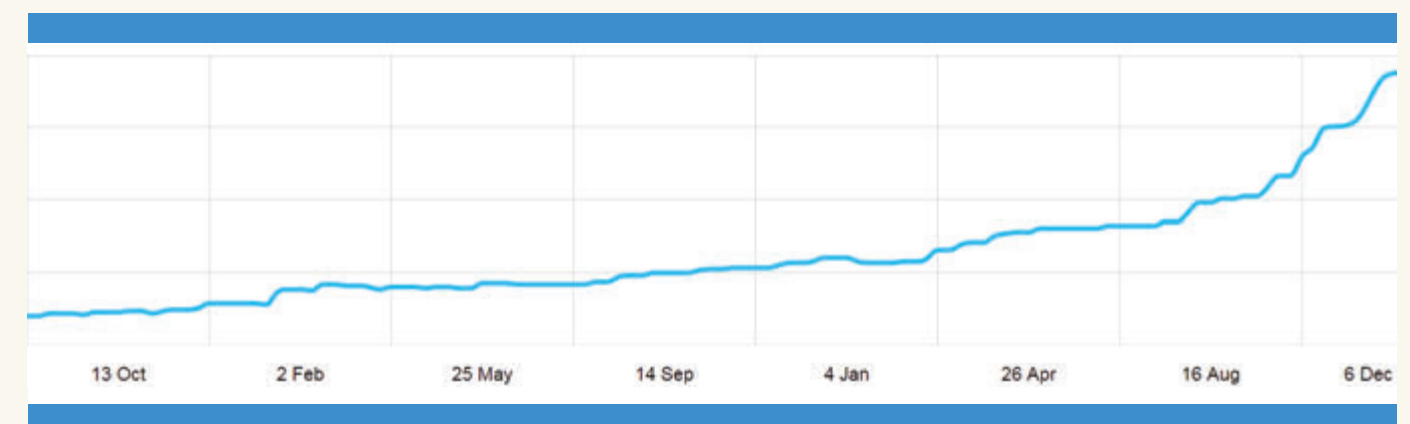
Increase their Twitter following naturally. Client had been using social media for almost a year but had very little to show for it. Twitter is the most popular platform in their niche so they wanted that to take centre stage.

UWP work

We learnt up on the industry, followed key accounts, investigated rivals and analysed past success and failure. We have unfollowed a number of irrelevant accounts and post regularly with snappy, insightful and shareable content.

Result

The client's Twitter following has more than doubled in the first three months. They are now attracting followers without having to reach out to other accounts, maintaining a balanced followers-to-following ratio. Engagement levels are high so this should just be the start.



CASE STUDY TWO

Client sector

Recruitment

Client priority

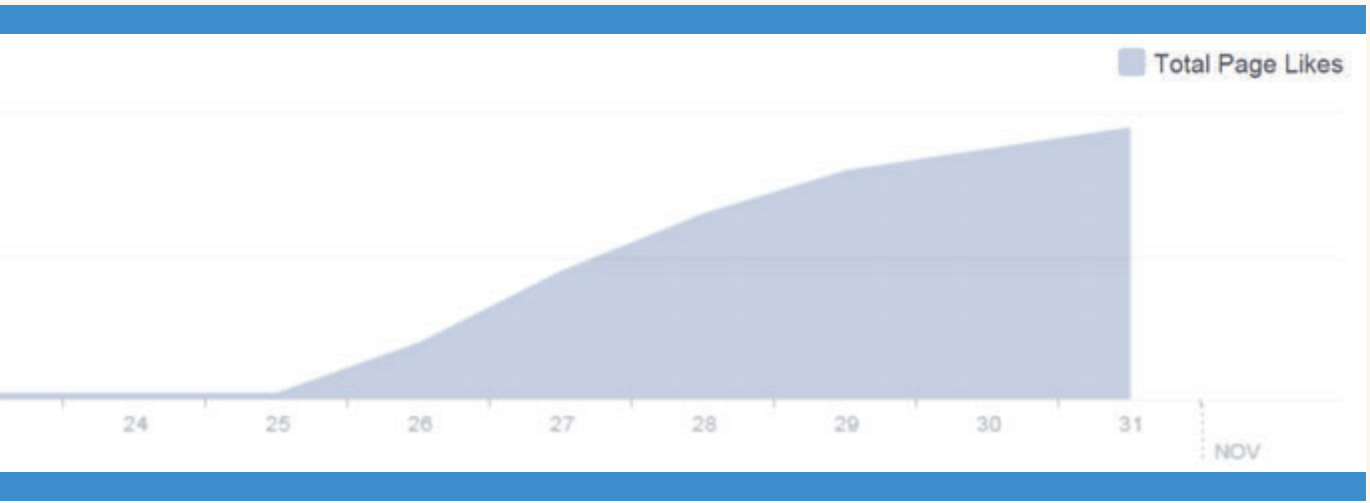
This was a very small, short-term project. Our client felt their Facebook page let them down. They had been stranded on the same number of likes for a few months and they felt the “look and feel” and level of activity on the page didn’t reflect well on their firm.

UWP work

We gave the page a shot in the arm. We changed on-page images and began posting more dynamic content, including videos, articles and images. We publicised the page on careers / recruitment groups on Facebook.

Result

We saw a large jump in likes, doubling the initial number inside a week.



CASE STUDY THREE

Client sector

Financial services

Client priority

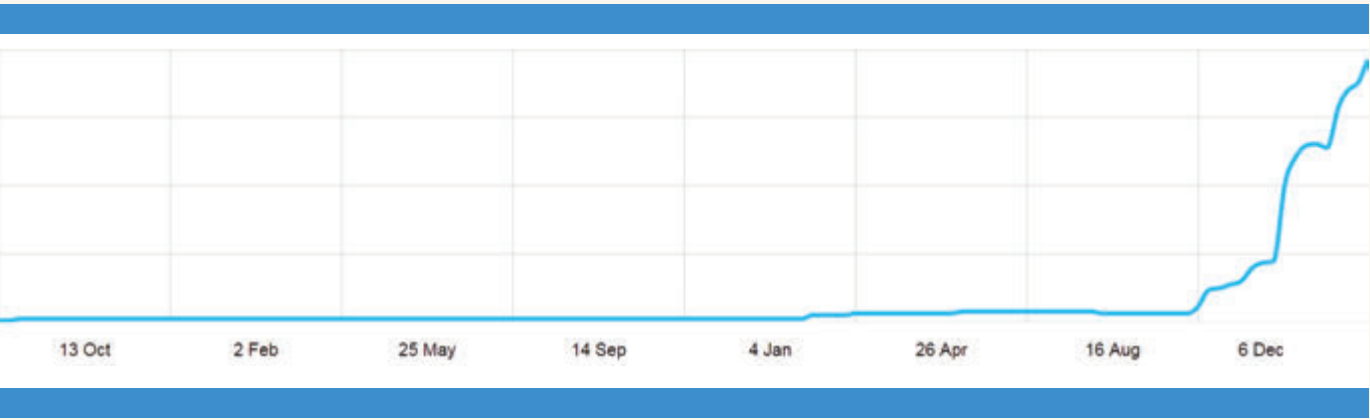
To kickstart their social media following across various platforms. Our client are a small start-up firm and they do not have the manpower to do their social media justice. As a result they lacked any real social proof.

UWP work

We revamped their social pages, posting interesting and useful content. We played a prominent role in relevant conversations on Twitter, Facebook and LinkedIn and increased exposure to Twitter posts by making use of hashtags and increasing the amount of relevant industry-specific accounts we followed.

Result

More engagement across the board (likes, retweets and general interaction). The graph below shows Twitter followers, for example, have quadrupled in fractionally over a month.



//DIGITAL
MARKETING
WITH A
DIFFERENCE//



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