



Northwich Builder Announces Much Improved User Experience

Simon Hindley Building Contractors, September 11, 2017

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In an ever-increasingly competitive online environment, it is always a challenge to improve user experience. Northwich Builder Simon Hindley Building Contractors has shown incredible determination through their presentation of informative and valuable content to their ever-growing website.

PR9.NET September 11, 2017 - Simon Hindley Building Contractors is a family-run building Company based in Northwich, Cheshire. Having built up an enviable local reputation over a decade ago they identified the fact that they needed to improve their Internet presence. It is no longer enough to do a good job and be an expert at what you do. Today's competitive online environment now pushes for a superior online presence in relation to your local competition.

This is a challenge that this incredible building Company took head on. They launched their website and invested heavily in its promotion through a diverse marketing strategy. All of which was done in line with growing their business naturally in ensuring exceptional finishes for their building work.

They since launched another initiative to improve their client's user experience when using their website. With the way in which the Internet offers individuals the opportunity to peruse many websites, user experience is more important than ever.

This initiative was based around the website's appearance, the valuable content to which they offer and the way in which users can guide themselves around the site. Work was implemented in building internal links, on-going blog posts that provide value and images that further boost the aesthetics of the site.

Recent figures have shown incredible results in which this Building Company is inherently proud. For a period looking at the last thirty days to that same period last year has shown that page views have improved by over 70% from 558 to 950 this year.

Understanding the way in which users use the site is also an imperative factor of this research. Figures using the same period show a near 120% improvement on pages viewed per session. This increased from 3.93 in 2016 to 8.64 in 2017.

Average session duration flowed seamlessly in line with these statistics and showed a truly astonishing improvement of over 200%. The average session duration for the period in 2016 was 38 seconds whereas the period in 2017 showed this has increased to 1 minute and 54 seconds.

The final jigsaw piece for the announcement came in the form of an improved bounce rate. This rate has dropped from 15.49% to 0.91%. This shows that the website is inviting people and capturing their interest without them guiding straight away from the site.

Simon Hindley, owner of Simon Hindley Building Contractors commented:

"We have always shown great pride in our work and this extends to our website. To see such impressive figures of improved user experience has offered us great determination to further growth."

Each of the above elements offer a well-rounded image of the growing success of this Company. This continued success is clearly down to the grit, resolve and fortitude of a Company that cares deeply for their customers.

Further information is available at <http://www.buildingcontractors-cheshire.co.uk>

To contact Simon e-mail info@buildingcontractors-cheshire.co.uk

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About Simon Hindley Building Contractors

Simon Hindley Building Contractors offer a complete building and project management service providing architect services, groundworks, plumbing services, joinery services and painting and decorating services. Experienced in house extensions, home refurbishments, new builds, loft conversions, garage conversions, structural steel alterations and inglenook fireplaces.

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