



MCS Stonecare Announces Incredible Business Growth

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MCS Stonecare wanted to set themselves challenging growth targets for 2018. Recent insights into their success has shown incredible business growth as a result.

PR9.NET June 21, 2018 - At the start of 2018, MCS Stonecare set themselves challenging growth targets for which they wanted to achieve. These targets were set to be measured throughout the year, however, recent findings have allowed them to formally report incredible business growth in the first half of 2018.

MCS Stonecare offer comprehensive services for stone cleaning, stone polishing and stone floor restoration. They specialise in this incredible field and have grown a reputation for their innate passion for what they do. Their success has been built upon the results that they achieve, without exception and their drive to know every element about cleaning natural stone and man-made tiles.

This year marked a big year for this Company. They invest heavily in appropriate training and ensure that the machinery that they use is of the best-quality available. Product formulations are carefully selected, based on their experience and knowledge. It was decided that the Company would put a huge effort into growing the business in 2018 and therefore a detailed marketing plan was implemented as a result.

This marketing plan was based around promotion of the Company's informative website. A range of techniques are used for on-page optimisation and off-site search engine optimisation. Together, these have proved fruitful and offered natural growth of the business. MCS Stonecare also joined the Checktrade site at the start of the year. This allows their clients another platform on which to rate and review the services they receive. Confidence in their ability to offer an exceptional service meant that this quickly offered great return. In turn, it appears to have provided increased visits to the website also.

This is another opportunity for prospective clients to find out more about the Company and the services they offer. They are also guided to the blog page with offers valuable content and information based around the stone cleaning trade.

Figures of growth have been based on reports formed from website statistics. Two periods have been compared, the first being the last thirty days and the second being the same period last year. Incredibly the site has seen a huge improvement, and this is based on the following figures.

The report shows that users to the site has increased over 122% from 94 to 209. New users to the website has increased over 132% from 90 to 209. Sessions on the site has increased from 96 to 223 and shows the period time a user is actively engaged with a website. Further evidence shows that the number of sessions per user has increased by nearly 5% and offers a cemented view of the website's ongoing success.

Page views to the site has seen a huge increase from 781 to 1,790 which shows an increase of over 129%. Page views offer an insight into the value customers take from your site; it shows that they are perusing the site and being guided through the pages naturally. Such a large improvement offers great success. The average session duration remains at a good rate of one minute and forty-six seconds. Finally, the bounce rate of the site has improved by nearly 92% going down from 16.67% to just 1.35%. This means that visitors are finding the information that they are looking for on the website and therefore staying on the pages, rather than clicking straight off them.

Mark Lane-Matthews, owner of MCS Stonecare commented:

?We are so pleased to uncover such incredible results. The figures provide measurable success; however, this has shown through in our increased enquiries and jobs acquired as a result. We set out this year to grow the business so to identify such great success just half way into the year means that we are even more determined how to finish the year in similar fashion.?

It is an undeniable fact that growth online is an ongoing challenge. MCS Stonecare have shown great determination and insight with their growth venture. To report such success is vital evidence that hard work and the commitment to offering a great service is pivotal to growth.

Further information is available at <http://www.stonefloorcleaningessex.co.uk>

To contact Mark, email info@stonefloorcleaningessex.co.uk

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About MCS Stonecare

MCS Stonecare specialises in the cleaning, polishing, protection and the restoration of stone, hard surfaces and grout in Harlow, Essex.

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