

## Work Wear Wardrobe Testimonial

Ajeet Anjit  
0121 572 0103  
[ajeet@workwearwardrobe.com](mailto:ajeet@workwearwardrobe.com)

Our business is a retailer of Work Wear Clothing. The business had made a sizable investment a Magento website which had been in place for just over a year. There was minimal sales revenue.

The project was initially to increase the online traffic through a marketing campaign, starting with P.P.C. and Google Merchant feed integration.

After reviewing the first two weeks/ months traffic and sales it was discovered that even though the site looked appealing it was not transitioning that traffic into sales and the cost per sales was not sustainable.

Simon under took a conversion optimisation study and instructed our developer on what changes to be made to the site.

### Conversion Rate Figures

<u>Date</u>	<u>Conversion Rate</u>
1st Sept 17- 1st Oct 17	0.59%
1st Nov 17- 31st Dec 17	2.36%
Conversion Rate Increase	1.77%

Simon contacted us as he spotted that our site was not performing as it should. Normally we just send phone calls like this packing but for some reason we decided to give Simon a go and I can honestly say this was a great decision as we work well together.

It was and still is a pleasure to work with him and he is highly creative and would come up with many initiative and cost effective solutions. He is quietly determined and I look forward to working with him again in the future.

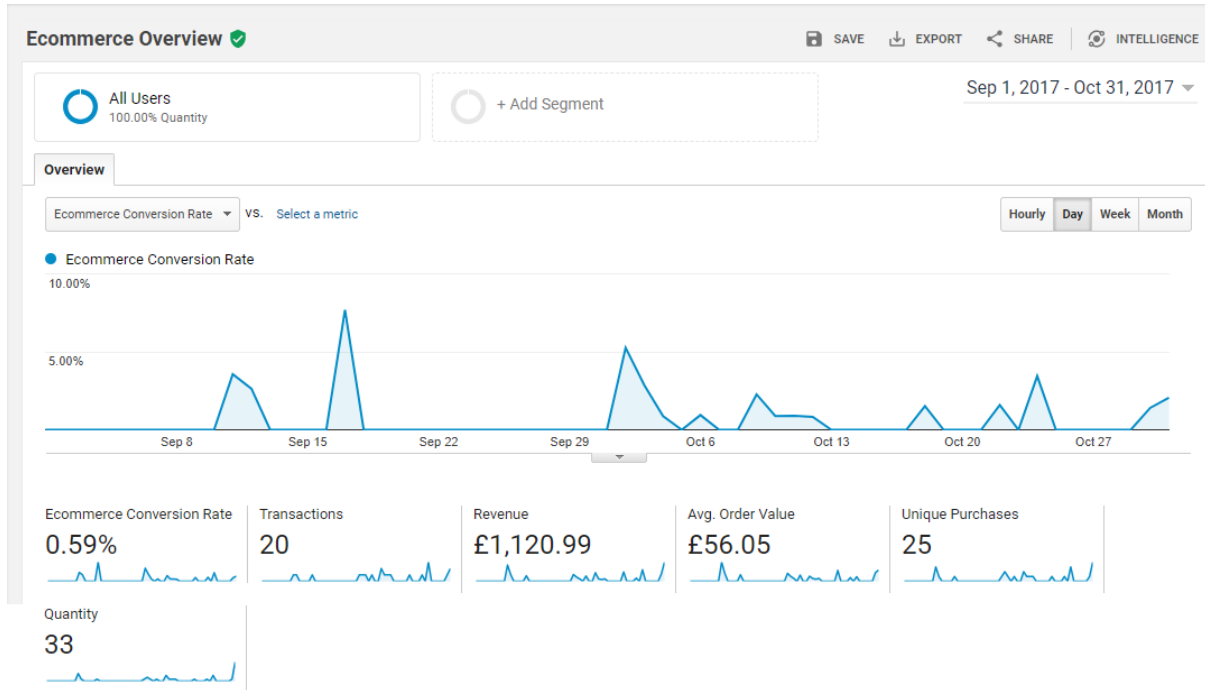
I would highly recommend Simon for his passion and integrity

Signed



Ajeet Kainth

**Google Analytics Conversion Rate- Before**



**Google Analytics Conversion Rate After**

