

WEAR PLATE/ABRASION RESISTANT STEEL

HIGH STRENGTH STEEL

CORTEN WEATHERING STEEL

MANGANESE STEEL

The UK's Largest
Independent supplier of
Wear Plate, High
Strength, Corten and
Manganese steel plates

[LEARN MORE](#)





Contact our sales team today on **01423 359111** for a **FREE QUOTE**

The Approach

- **AJ Marshall is a steel supplier, that is rapidly expanding its empire within the metal industry.**
- **I represented this client on behalf of a marketing agency that I did some freelance work for.**
- **My main responsibilities were:**
 - **Creating an SEO strategy**
 - **PPC campaign,**
 - **Content marketing**
 - **Email marketing**

Client Aims

- Compete with the large competitors in the marketplace
- Increase clicks and impressions on Google Ads

<input type="checkbox"/>		Steel Supplier in Yorkshire Get a free quote in 24h www.ajmarshall.com UK's largest steel independent supplier. Contact us for more details.
<input type="checkbox"/>		Corten Weathering Steel Get a free quote in 24h www.ajmarshall.com UK's largest steel independent supplier. Contact us for more details.
<input type="checkbox"/>		Yorkshire Steel Supplier Email us for more information www.ajmarshall.com UK's largest steel independent supplier. Contact us for more details.
<input type="checkbox"/>		Steel Supplier in Yorkshire Call us for more information www.ajmarshall.com

My Solutions

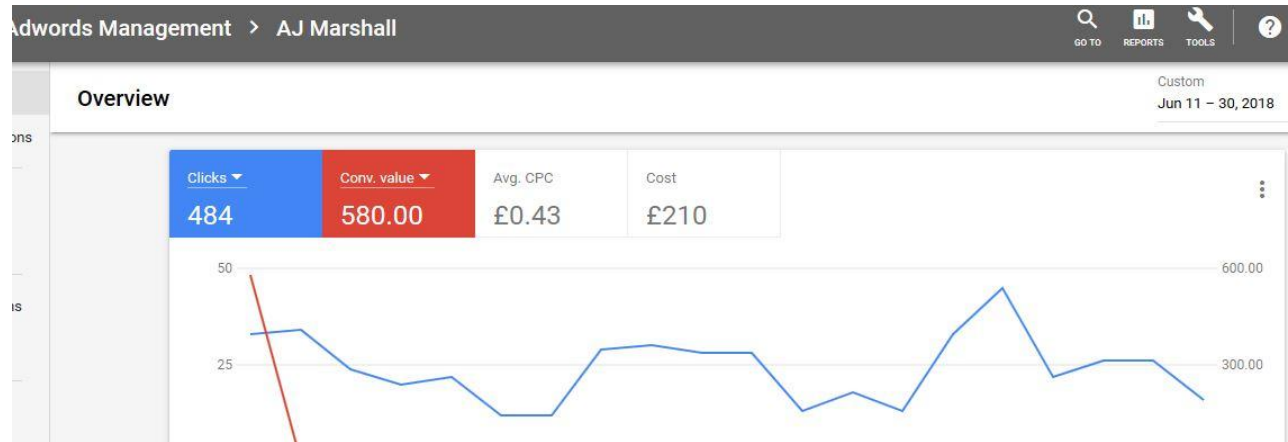
- Conducted a SWOT analysis of some of some of the UK's biggest steel suppliers (AJ Marshall's competitors)
- Conducted a SWOT analysis of AJ Marshall's website and suggested improvements
- Tweaked existing PPC campaigns to improve visibility on Google

Client Aims

- Generate new business
- Increase website ranking
- Drive online conversions

My Solutions

- Created a targeted multi-channel marketing campaign
- Set up several new PPC campaigns for separate keywords which doubled their client's ROI within 3 weeks:



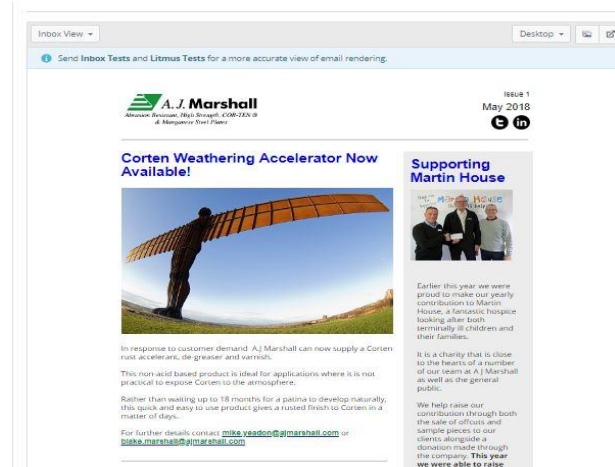
Client Aims

- Increase brand awareness
- Build organic visibility
- Increase leads



My Solutions

- Created email marketing campaigns that were successful in generating leads
- The online newsletter and email marketing strategy was successful in generating several dozen product sales.



Client Aims

- Rank on page 1-3 of Google for their chosen keywords
- Rank above competitors
- Increase both organic and SEO visibility



My Solutions

- Created SEO site structure document that outlined a keyword plan for the entire website, which included:
 - highly targeted and tailored keywords,
 - meta tags,
 - image alt tags,
 - title tags,
 - URL link changes
 - descriptions
- Google Adwords campaign that targeted a list of the most profitable keywords and successfully increased ROI

Content Marketing

- A major part of my overall marketing strategy was creating content for different aspects of their campaign.
- In addition to writing advertising copy and email communications, I was responsible for writing blogs, website copy and newsletters.
- I've included a brief snapshot of how this content matched with the client's overall objectives below.



ISSUE 1
May 2018
e in

Corten Weathering Accelerator Now Available!



In response to customer demand, A.J. Marshall can now supply a Corten rust accelerator, de-greaser and varnish.

This non-acid based product is ideal for applications where it is not practical to expose Corten to the atmosphere.

Rather than waiting up to 18 months for a patina to develop naturally, this quick and easy to use product gives a rusted finish to Corten in a matter of days.

For further details contact mike.yeadon@ajmarshall.com or blake.marshall@ajmarshall.com

Supporting Martin House



Earlier this year we were proud to make our yearly contribution to Martin House, a fantastic hospice looking after both terminally ill children and their families.

It is a charity that is close to the hearts of a number of our team at A.J. Marshall as well as the general public.

We help raise our contribution through both the sale of offcuts and sample pieces to our clients alongside a donation made through the company. **This year**

Blogs (Click right to view)

I created a series of blogs for AJ Marshall. The blogs served 2 purposes:

- **Increased brand awareness**
- **Contributed to SEO ranking**
- **Educated consumers about steel products sold by AJ Marshall**
- **Encouraged consumers to buy steel products**

5 reasons to use Corten weathering steel



Corten weathering steel is a type of steel that develops a protective layer of rust when exposed to atmospheric conditions.

The two main types of Corten steel are: Corten A, which is typically used for architectural purposes and Corten B, which has been impact tested meaning it is often used in structures.

It has properties that are very advantageous for certain projects and we will discuss these below.

1 – Corten weathering steel is anti-corrosive

Corten weathering steel has anti-corrosive properties that gives it an advantage over other structural steels. The naturally occurring rust that it develops helps to lengthen the lifecycle of a weathering steel structure, which in turn keeps costs to a minimum.

Newsletter Marketing

Another way I engaged prospects and existing customers is by creating newsletters and promoting it via email. The campaign successfully increased ROI by 30%. You can see 2 newsletter examples below:



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High Strength Steel. Strong. Cost Effective. Lightweight.



Structural steel or high strength is an extremely tough and durable material. It helps to improve the performance and safety of vehicles and structures where weight saving is required.

It is most commonly used to make heavy road vehicles, dumper bodies or chassis (the framework of a vehicle). High strength steel is also used in bridge components, pressure vessels, power plants and engineering applications.

[Read more >](#)

5 Famous Corten Steel Buildings



Discover some of the most renowned constructions made out of COR-TEN™ steel.

[Read more >](#)

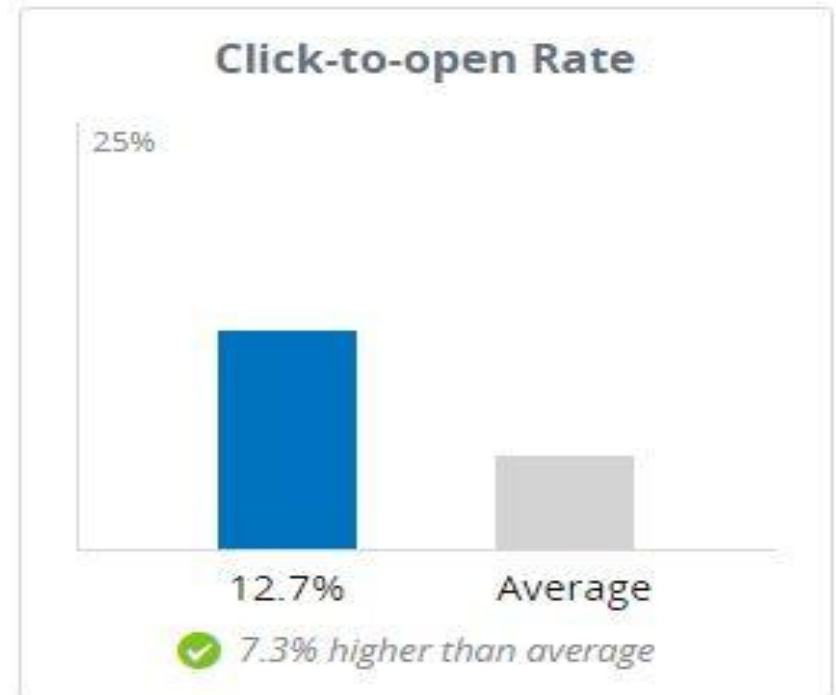
Results

And now for the most important part...below I have outlined how the results matched up with client demands and expectations.

Brand Awareness & Lead Generation

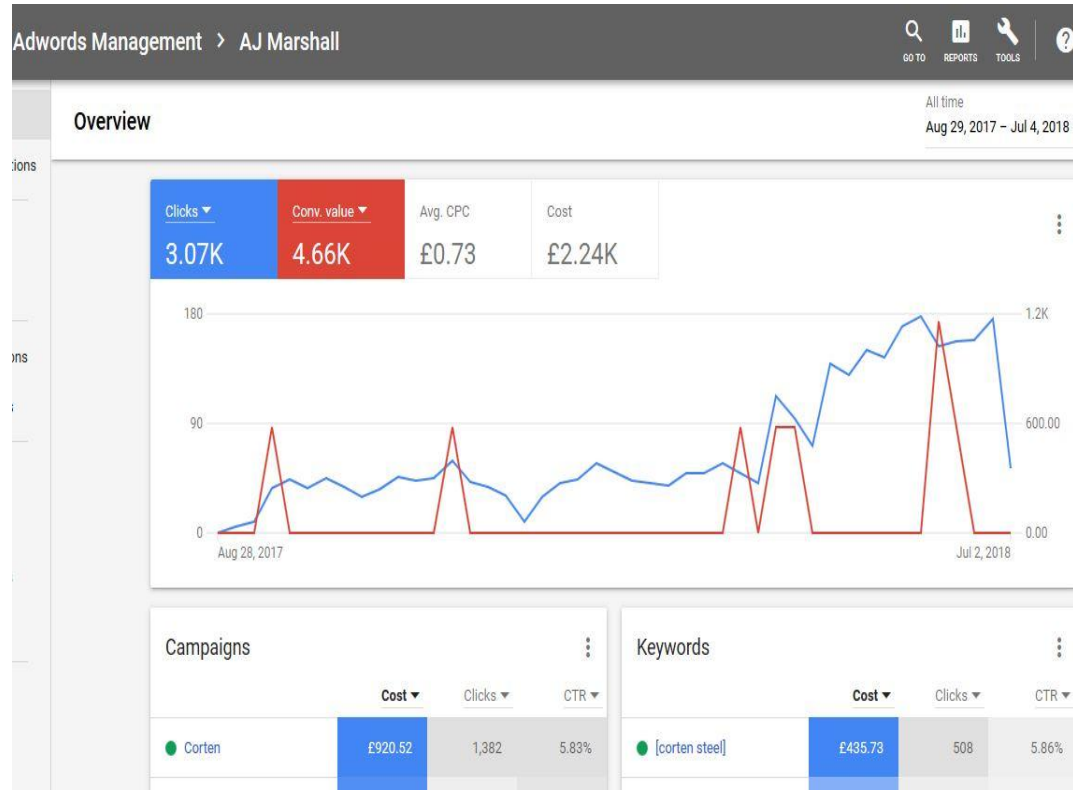
- **10X increase in newsletter subscribers**
- **Average 1,000 views on blogs - up from 200 previously, as measured using Google Analytics**
- **500+ leads from email marketing campaigns, as measured by email insights data**

Email open rate




SEO and PPC Results

- Paid PPC ads brought in more than £4,000 of sales - (see proof on the right)
- Increase in domain authority
- Increase in quality backlinks
- AJ Marshall now ranks in the top organic search results on Page 1 of Google for several keywords (examples below)



SEO in Action (Below are 2 examples of organic search results)

Left > Corten Steel Suppliers Harrogate



Search results for "corten steel suppliers harrogate":

About 96,700 results (0.46 seconds)

Steel Suppliers | Mild Steel | Trade Prices Available Online
www.metalhub.com/Trade-Price/Steel_Suppliers
Local Collection and Next Day Delivery Options Available. Compare Prices Online! Online checkout. Instant payment terms. Next Day UK Delivery. Check prices & leadtimes. Models: Angles & Tees, Beams & Columns, Box Section, Channels, Sheet, Plate, Mesh, Tubes, Rounds, Flooring. Angles & Tees · Shop Expanded Metal · Beams & Columns · Purchase Channels · Shop Section Box Steel Sheet - from £5.65 - Galvanised Steel Sheet · More

AJ Marshall: Steel Stockholders | Steel Suppliers
<https://ajmarshall.com/>
AJ Marshall are the most trusted and reliable steel stockholders and suppliers in the UK. We supply Corten, Managanese, abrasion resistant steel and others.
Missing: harrogate | Must include: harrogate

Steel Suppliers | Contact Us | AJ Marshall
<https://ajmarshall.com/contact-steel-suppliers/>
If you need to contact us, then please get in touch. As premier steel suppliers in the UK, we'll be glad to answer any questions you have about our products.
Missing: harrogate | Must include: harrogate

Right > Steel Suppliers

Search results for "Steel Suppliers":

About 36,600,000 results (0.58 seconds)

Steel Suppliers | Mild Steel | Trade Prices Available Online
www.metalhub.com/Trade-Price/Steel_Suppliers
Local Collection and Next Day Delivery Options Available. Compare Prices Online! Instant payment terms. Next Day UK Delivery. Online checkout. Check prices & leadtimes. Neighborhoods: North England, Yorkshire, Lancs, Durham, Manchester, Leeds, Sheffield, Hull, Middlesbrough, Newcastle. Purchase Channels · Shop Section Box · Angles & Tees · Shop Expanded Metal · Beams & Columns Steel Sheet - from £5.65 - Galvanised Steel Sheet · More

High Strength Steel | Trading and Cutting | oxycoupage.com
www.oxycoupage.com/Oxygen/Cutting +33 2 40 52 98 98
Steel plates Raex® Strenx® S690QL Oxygen cutting and plasma cutting. Contact us. Acier Anti-Abrasion. Haute Limite Elastique. Aciers anti usure Raex. Négocio et découpe aciers. Acier Balistique. Highlights: Light-Weight Products, Safe Work Methods.

MTL Advanced | High Strength Steels Supplier
www.mtladv.com/materials/high-strength-steels/
MTL Advanced are the UK number one supplier of Weldox, Domex and other high strength steels.

HSLA Steel | High Strength Low Alloy Steels | Suppliers | Company
<https://masteel.co.uk/hsla-steel/>
Masteel's range of HSLA steels (high strength low alloy) are engineered to promote excellent high yield characteristics. We are global suppliers.

Tata Steel - Cold-rolled - High-strength steel
<https://www.tatasteelurope.com/en/products/engineering/cold-rolled/high-strength-steel>
Tata Steel supplies high-strength micro-alloyed (HSLA) steel which complies with European standard EN 10268:2006+A1:2013. Bake-hardening grades.

AJ Marshall: Steel Stockholders | Steel Suppliers
<https://ajmarshall.com/>
The UK's Largest Independent supplier of Wear Plate, High Strength, Corten ... Since 1980 A J Marshall have supplied high quality steel plates and profiles to ...

Overall results

- **33% increase in traffic**
 - **9 of their keywords now appear on Page 1 of Google**
- **AJM occupy 90% of the paid search impressions for selected keywords**
 - **20% increase in enquiries traced back to organic search results**
 - **And let's not forget the £4k sales from PPC ads alone!**

The proof is in the pudding..visual representation of overall results below

Sessions by device



Desktop

79.8%

↑ 0.8%



Mobile

14.8%

↑ 1.4%



Tablet

5.4%

↓ 2.2%

Last 90 days ▼

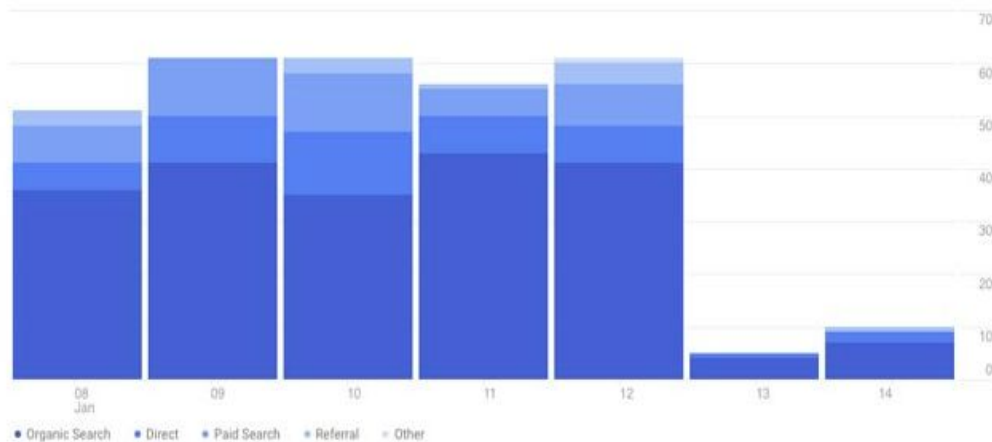
[MOBILE OVERVIEW](#) >

How do you acquire users?

Traffic Channel

Source / Medium

Referrals



Last 7 days ▼

[ACQUISITION REPORT](#) >

9 / 15

Keywords Ranked #1-10 >

^2
Previous
Month

7.63%

Search Visibility *By rank on Google en-GB* ①



Top National Keywords ②

By rank on Google en-GB

Keyword	Rank
corten steel suppliers	#1
manganese steel plate suppliers	#2
wear plate	#3
manganese steel	#6
corten	#6

Next scheduled update: Feb 1, 2018 PST