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FORMING FORMERO'S ONLINE SUCCESS



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A delighted client with doubled organic traffic in 12 months.

100% increase in organic traffic over 12 months, improving ROI with reduced paid advertising spend



'Best WordPress website' client has ever used



A more engaging and optimised website, keeping visitors engaged and guiding them through the sales funnel

Crafting a Digital Presence That Leads the Way

Formero, a leader in additive manufacturing processes such as 3D printing, scanning, and prototyping, wanted their website to align with their 2023 rebranding goals.

As an established partner for companies looking to use state-of-the-art technology to realise their innovative concepts, they needed an online presence that reflected their industry expertise. However, their existing website fell short of showcasing their services, lacked brand alignment, and wasn't generating leads as effectively as it could.

Realising this, Formero set out to position themselves as an industry leader with a modern, user-friendly website. They needed a platform that would highlight their professional portfolio and customer reviews as well as it would improve their search engine visibility. With this, they could attract clients who value high-quality development services like themselves.

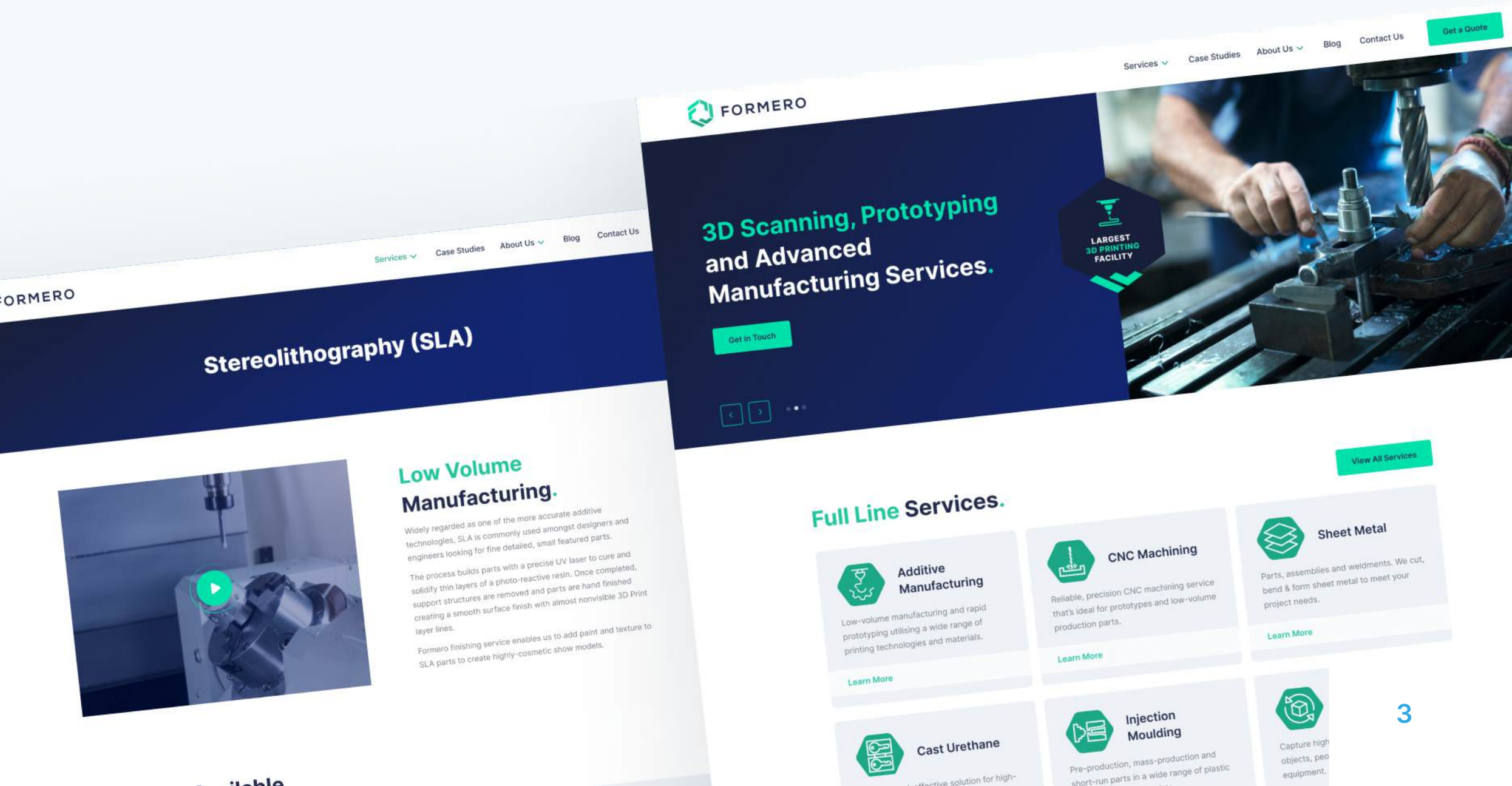
Their previous website was difficult to manage, which meant they paid high administrative costs and spent valuable time updating content rather than manufacturing. They recognised that a sophisticated SEO strategy and streamlined website management were crucial to their overall success, so they turned to SGD for help.

Organically Creating Digital Growth in Manufacturing

We collaborated with Formero to understand their brand, goals, and target audience. Our solution was to create a marketing plan including a WordPress website that addressed their challenges and showcased their capabilities, all while providing a seamless user experience.

This included:

- **Website design** that visually communicated Formero's design expertise and manufacturing capabilities, including a sleek portfolio showcasing their best work to captivate visitors' attention
- **An intuitive content management system (CMS)** that allowed the team to easily manage, update, and publish content, reducing administrative time and costs
- **Integrating SEO-optimised content** to increase Formero's position in the search rankings and ensure their site is discovered by the right audience ready to buy
- **Enhancing the user experience** with a well-structured and laid-out website that has clear navigation and contact forms to capture qualified leads
- **Highlighting customer reviews** and case studies to build trust and position Formero as an authority in additive manufacturing

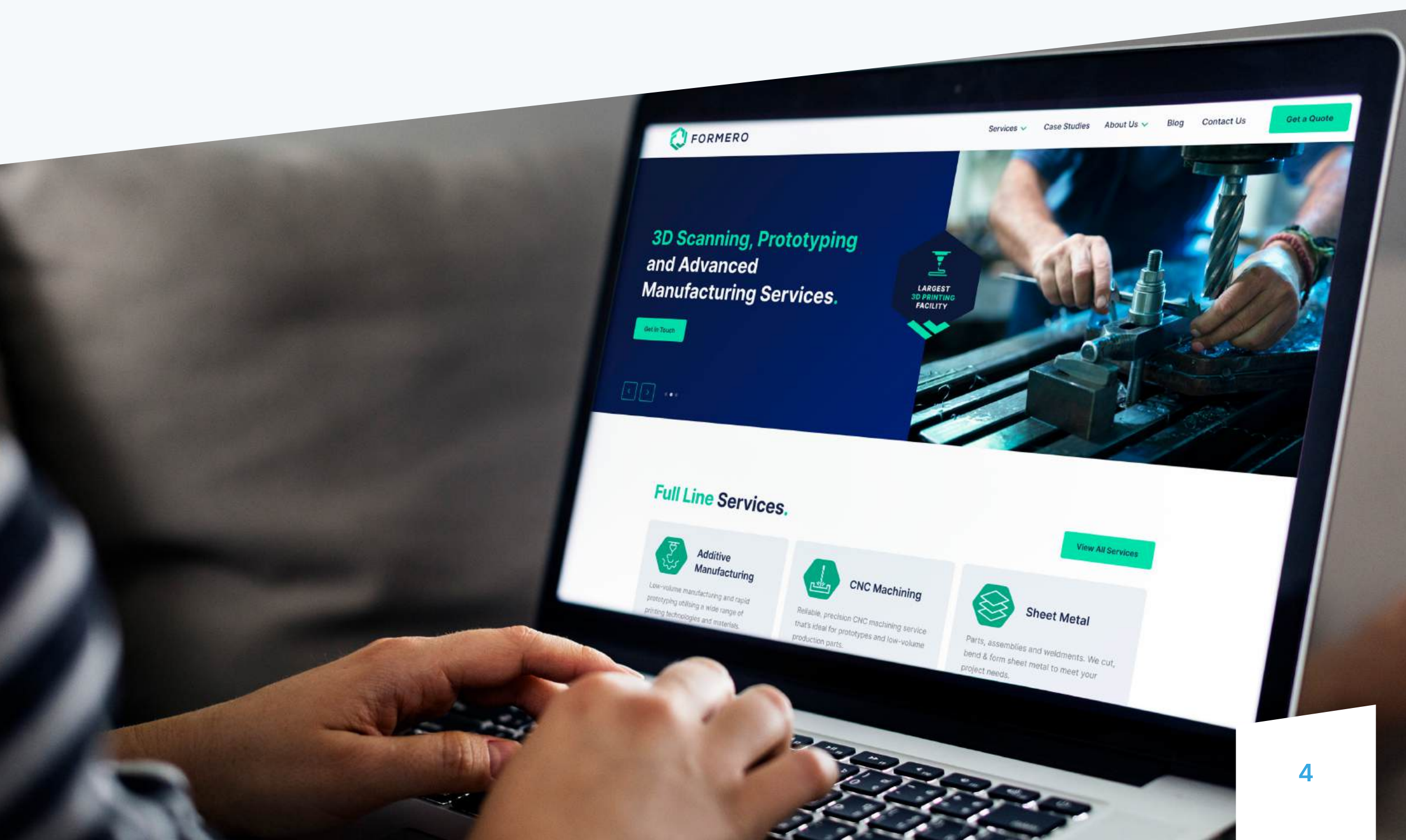


The Prototype for Success

Our collaboration strengthened Formero's position as Australia's premier provider of 3D printing and traditional manufacturing services by placing them on the map online. The outstanding results included a 100% increase in organic traffic over 12 months, doubling the number of visitors to their site and enhancing their online visibility, effectively becoming a 24/7 business without the need for 24/7 staff.

Our efforts also resulted in the client stating that it is the 'best WordPress website' they've ever used, and they've had a lot of experience in this! The improved efficiency has allowed them to focus on what they do best without needing to spend precious time on website administration.

Ultimately, Formero's marketing venture means their needs weren't just met, but exceeded. With their streamlined, engaging, and SEO-friendly website, Formero is now equipped to capture more leads and showcase their expertise even more effectively.



Client Success



CRAIG ALEXANDER



I could not be happy with the job SGD has done on our new website. Right from the beginning James and his team were thorough, professional and process driven. During the website build they use a project management system which allows for project transparency and easy communication.

This is the fourth WordPress website I have implemented for different businesses and the website SGD designed and built is by far the best. The final website was free from errors and saved me hours of proofing, compared to other developers.

I highly recommend speaking to James and his team for your next website build. Also, a big shout out to Ismay from SGD for the awesome work she did managing the whole build process.