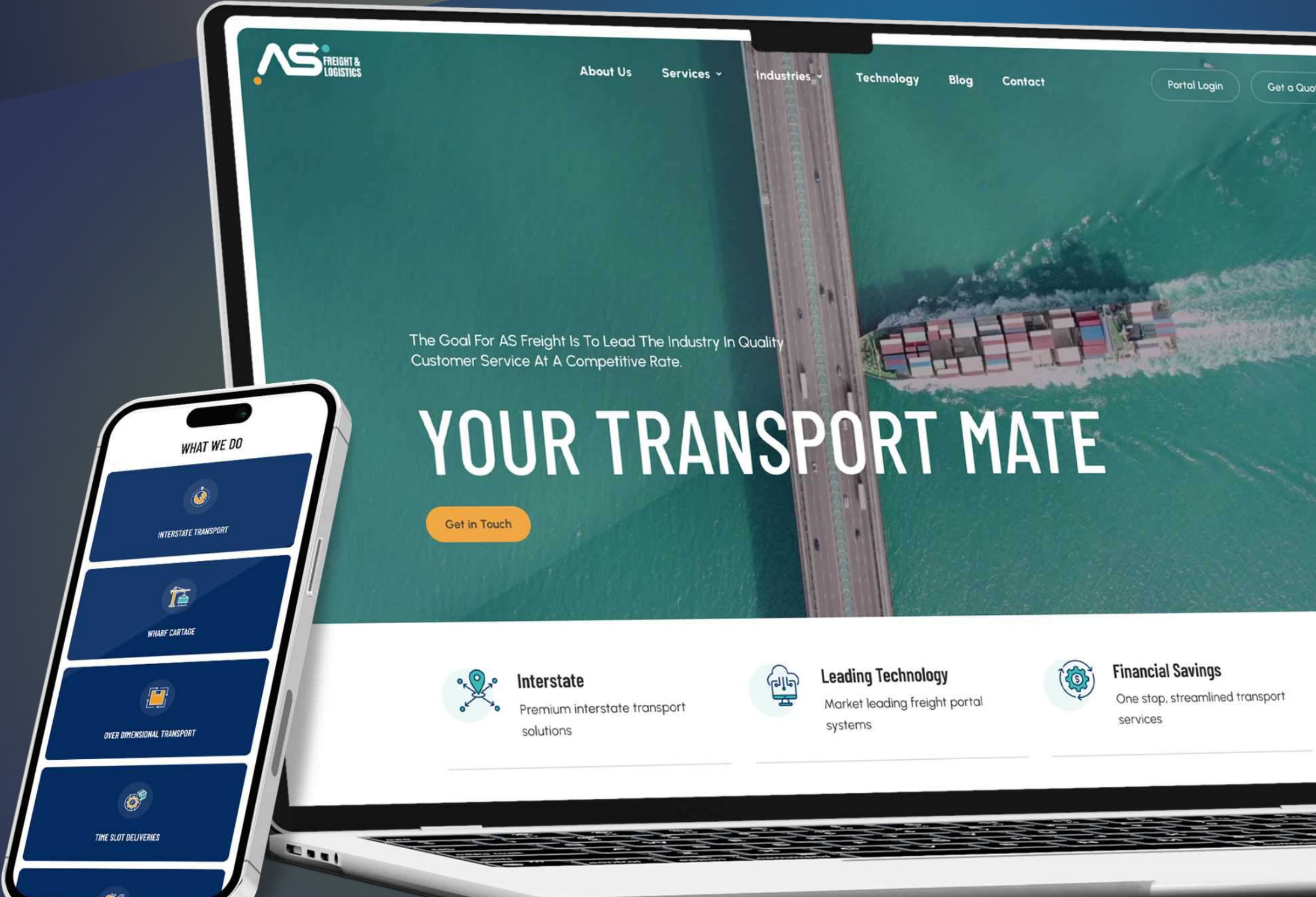




Case Study

# HELPING AS FREIGHT GET RESULTS FROM DAY ONE WITH A HIGH-CONVERTING WEBSITE



# We built a high-performing website from scratch, then used SEO and Google Ads to drive traffic, capture leads, and set the business up for scalable growth.

## KEY OUTCOMES

**From zero to 750 daily search impressions** within six months of launch



Average position on **Page 1 of Google.**



**25+ conversions per month**, growing each month as site authority and rankings strengthen.

## THE PROBLEM

### Launching a New Site with No Authority or Traffic

AS Freight wasn't starting a business from zero, but their online presence was. With a brand-new domain and no digital footprint, they needed a website that could:

- Build trust and credibility
- Rank for relevant keywords
- Start generating qualified leads immediately

This wasn't just a case of needing a website, it was about launching a marketing asset that could scale with the business.

### The Key Challenges

- **Zero domain authority:** A new domain meant no rankings, no backlinks, and no visibility in Google.
- **No digital assets in place:** No existing website, branding, or content to build from, everything had to be created from scratch.

- **Urgent need for leads:** AS Freight needed to hit the ground running and couldn't wait months for SEO alone to gain traction.
- **Sales and customer integration:** The website had to evolve into a platform, supporting customer portal access, showcasing reviews, and feeding into the sales process.
- **In-house CMS control:** The team needed a flexible backend to update content, images, and publish new content without relying on developers.

## THE SOLUTION

# Building a Scalable Website That Converts from the Start

We approached the project in three strategic phases, focusing first on fast launch, then layering in SEO, paid traffic, and ongoing optimisation.

## Phase One: Branding, MVP Website and Fast Launch

- Created a professional new logo and brand style guide to communicate trust and reliability
- Launched a single-page site for MF, a sub-brand, to get immediate visibility while the main site was built
- Cloned and customised an existing site framework to fast-track the first version of the website

## Phase Two: Full Site Build, SEO Setup and Google Ads

- Designed a custom lead-focused WordPress website, positioning AS Freight as a credible player in the freight industry
- Integrated strong CTAs and contact forms to support conversion



- Built using a custom CMS with reusable content blocks to make updates easy
- Launched Google Ads to drive immediate, high-converting traffic
- Implemented SEO targeting high-intent keywords to build organic rankings
- Set up a live dashboard to track site performance, leads, and ROI

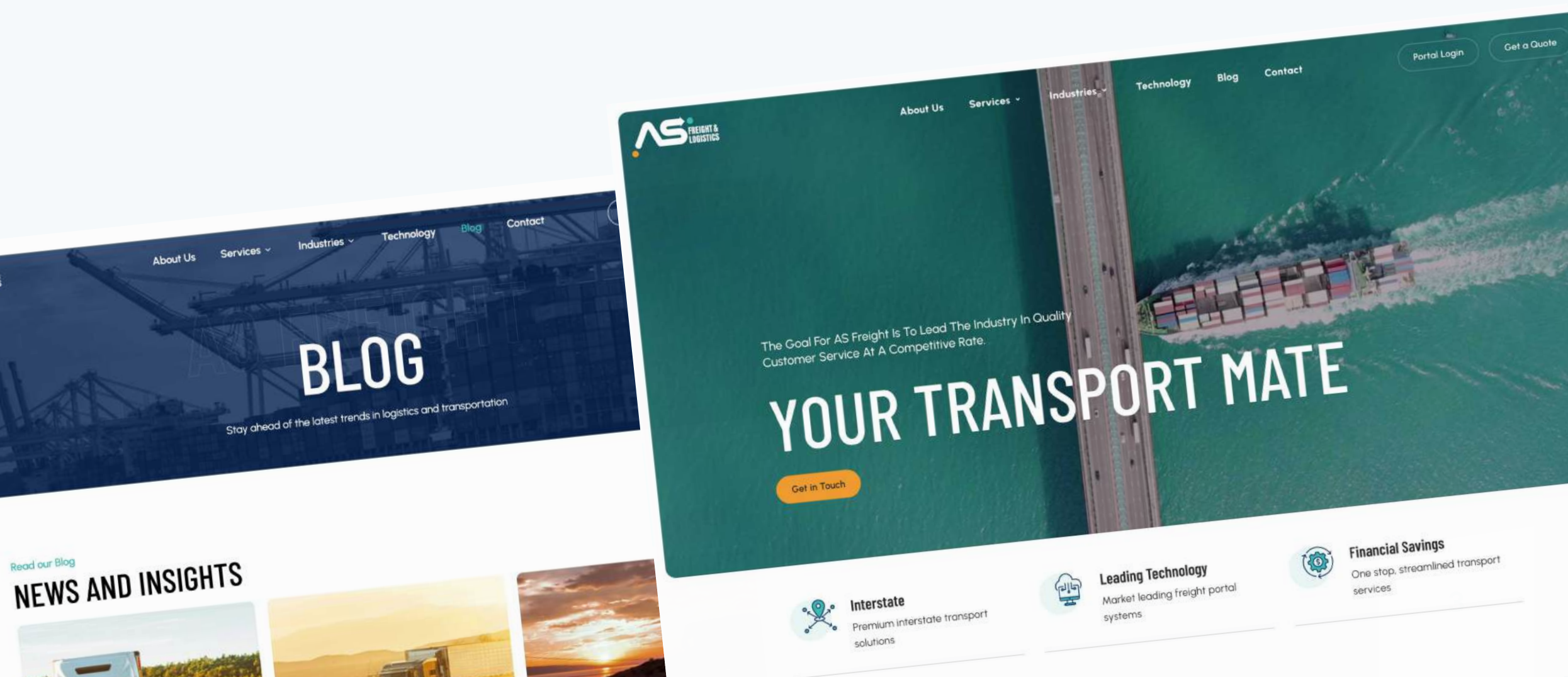
## Phase Three: Ongoing Optimisation, Growth and Support

- Provided training and strategic insights to support the internal team's marketing efforts
- Continued SEO to grow organic traffic and improve rankings
- Refined Google Ads campaigns to reduce CPA and improve conversion rate

### KEY RESULTS

## From Zero Domain to Qualified Leads in Weeks

Despite starting with zero domain authority, AS Freight saw tangible results from day one, proving the power of a smart strategy and well-executed website build.



## 1. Lead generation from day one

The combination of SEO and Google Ads delivered qualified leads immediately after launch.

## 2. Consistent traffic growth

SEO efforts led to steady increases in organic visibility for freight-related keywords.

## 3. Optimised ad performance

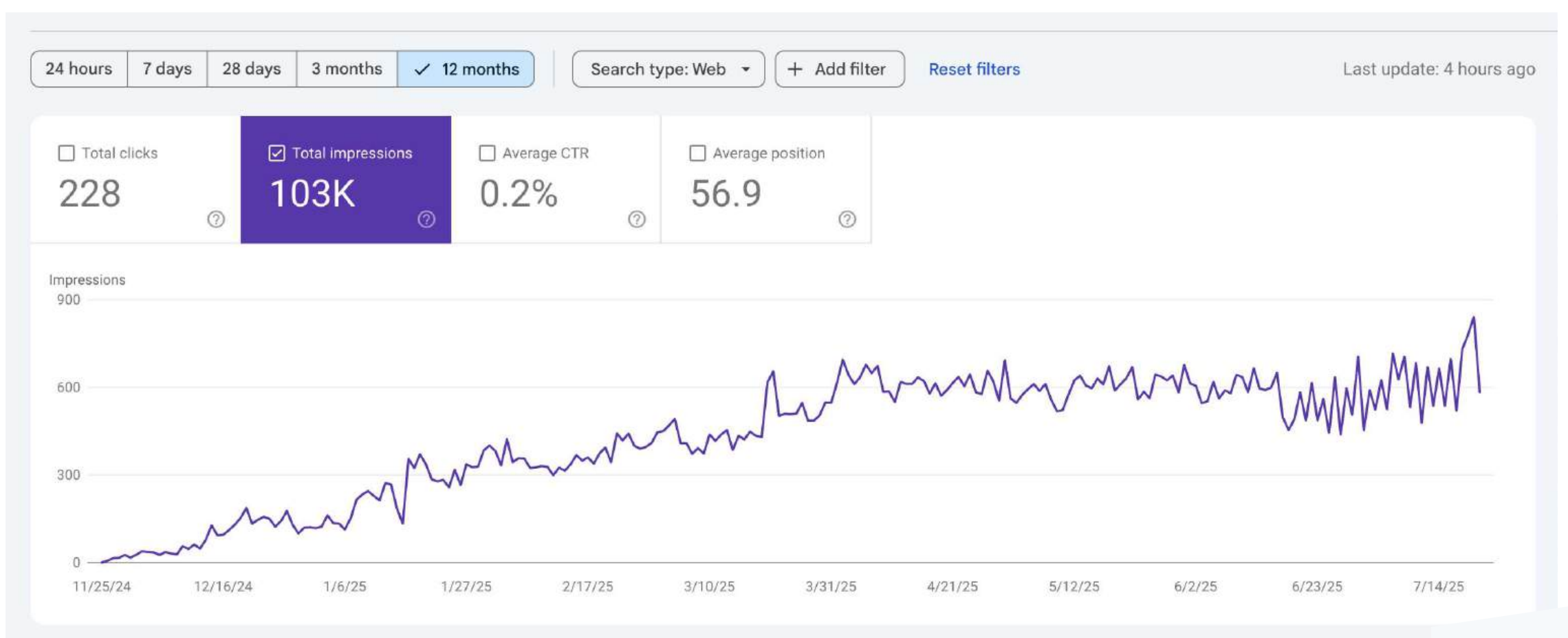
Paid search campaigns were fine-tuned to reduce CPA and increase conversion rates.

## 4. Professional online presence

The new site gives AS Freight credibility and confidence when approaching high-value clients.

## 5. Scalable platform for future growth

With CMS flexibility and built-in integrations, the site is ready to evolve with the business



# Client Feedback



AS FREIGHT DIRECTOR



*"Have worked with the team at SGD over the last four years and they have helped build multiple websites for me that not only look great but are functional and generate qualified leads. The whole team is easy to work with and can't speak highly enough of them."*

## Let's Work Together to Build Something Great!

We do more than just design websites - we provide the expertise and experience to grow your business.

GET STARTED

### Web Design & Digital Marketing

Over 10 years of digital marketing success and client growth.

Web Design SEO  
Google Ads WordPress

