



Case Study



“In the last 12 months web enquiries have accounted for 8% of our new client gains and a 12% increase in annual fees.”

Russell Black, Marketing Partner, Glazers

London based, Glazers Chartered Accountants have been using JE Consulting’s WebWatch UK solution for meeting the needs of the practice’s web presence for over 3 years.



Their web site is regularly reviewed and updated, both in terms of content and designs, to ensure that returning and new visitors are presented with updated and relevant information whether for example; they are seeking a new accountancy relationship or just information about changes to tax. Russell Black, marketing partner at Glazers comments “WebWatch UK from JE Consulting not only provides a hassle free, cost effective and simple solution to our practice website needs, but also greatly enhances our marketing programme.” This he says is “due to the site search engine optimisation process

provided as part of the service. Optimisation or page ranking is one aspect of web marketing that many firms overlook as part of their web site design and management and yet it is an essential tool when it comes to drawing visitors to our site.

The WebWatch UK team constantly monitors this and will automatically amend and refresh the site to ensure that we appear on the first page of Google for our chosen keywords. This results in a greater number of potential new quality clients being directed to our site, while the informative content encourages them to contact us. In the last 12 months web enquires have accounted for 8% of our new client gains and 12% of our increase in fees, which is without question down to the professionalism with which our website is presented, managed and optimised.”

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