



sensornet



SENSORNET - Reaching a global market with Refresh™

The Challenge

Sensornet operates in a complex market place, providing the most advanced pressure, temperature and strain measuring systems in the world. These systems use fibre-optic sensing technology to play a vital role in industries such as oil and gas, power, dams, structural engineering, and fire detection. The company's existing website was underperforming; the content management system was inflexible and although search engine optimisation was carried out, it failed to realize its potential.

The Solution

Sensornet wanted to position their website high on search engine listings, but also required a comprehensive content management system. After approaching several service providers, Coastdigital was selected because they offered a total solution. The Sensornet site was re-designed to incorporate best practice navigation and provide plenty of opportunities for users to make contact with the company. Coastdigital's search engine friendly content management system, Refresh™, has put ownership of the site back into Sensornet's hands. Their staff have total control over content without the need to acquire new technical skills. This flexibility and ease of use has made Refresh™ an integral part of the company's ongoing Internet marketing strategy.

The Result

Effective search engine optimisation means that the site is now ranked near the top of Google listings. New enquiries are received every day and website traffic has increased from 2,500 visitors in December 2004 to 6,000 in April 2005. Richard Kluth, Sales and Marketing Manager, explains some of the benefits: "The amount and type of enquiries help us keep in close touch with our customers and find out where the big projects are likely to happen. Because our market is global, promotion through the website is particularly cost effective. Refresh™ means we can keep the site updated, add pages, and provide links to our technology partners who are intrinsic to our growth and success."

Visit the site at www.sensornet.co.uk or find out more about Refresh™ at www.refreshcms.com