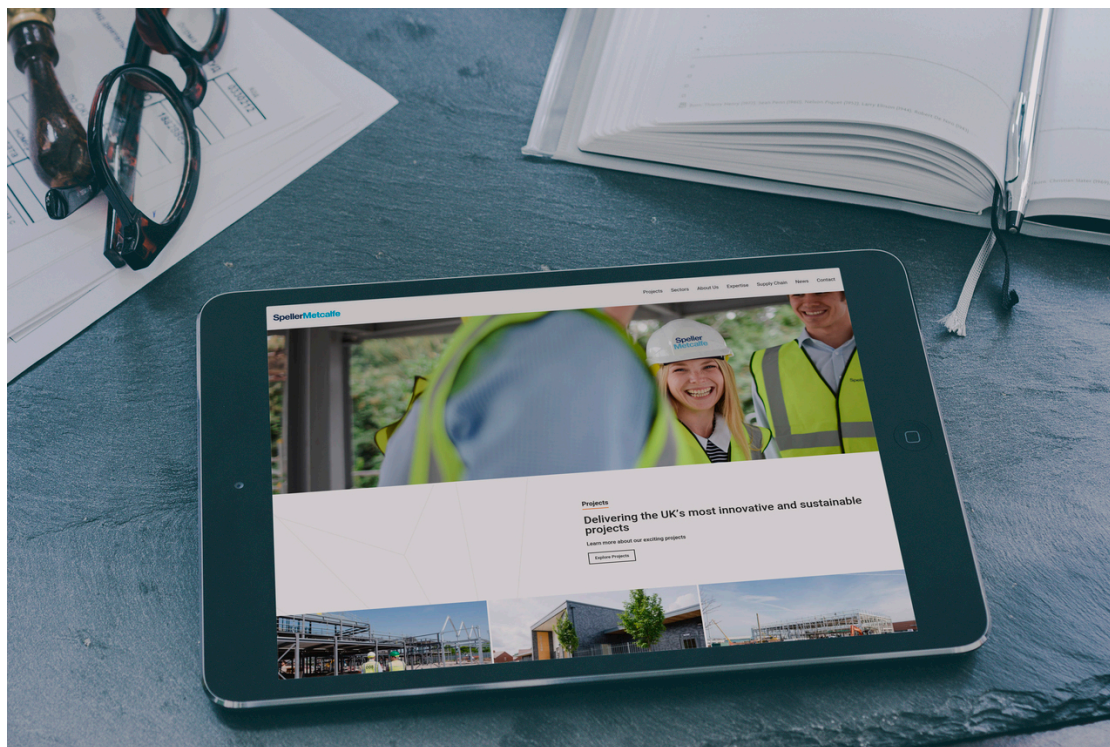


Case Study - Training

SpellerMetcalf



PROJECT GOALS

Speller Metcalfe is one of the UK's leading construction companies working from offices in the Midlands, South West and London, delivering projects from £250k to £50m.

When releasing their new website the Marketing and PR team realised they would like to handle their own SEO internally as much as possible and were seeking a partner company to undertake internal training.

OUR SOLUTION

We worked closely with the operational team to understand which elements of SEO they wanted to take in house, their overall SEO objectives, skills, budget and CMS platform.

We then devised a training workshop session that was uniquely tailored for the Speller Metcalfe team.

RESULTS

The company now have the skills to take their SEO presence forward. they are confident in assessing their websites position and to develop an ongoing SEO strategy.

"We were really impressed with the Sharp Monkeys team and their approach to our SEO training. Having gone through a bad experience of SEO a few years ago, they made everything simple and easy to understand."

- Kim Davies, PR Manager, Speller Metcalfe