

The screenshot shows a Google AdWords campaign management interface on the left side of the browser window. The main content area displays the Heliarc Online website. The website header includes the Heliarc Online logo, a phone number (01621 772371), and a shopping basket icon. Below the header is a navigation menu with links for Home, About Us, Contact, Terms, and Go to checkout. A search bar is located below the navigation menu. The main content area features a large banner for 'Own Brand Special Offers' with a list of benefits: Unbeatable prices, Fast delivery, Secure online ordering, Order by phone 01621 772371, and Delivery 7 to 10 days. Below the banner is a 'Buy now' button. The main content area is divided into a grid of product categories, each with a 'Buy now' button and a brief description of the equipment's benefits. The categories include Heliarc welding equipment, Rehm welding equipment, Lincoln welding equipment, Murex welding equipment, Mig brazing equipment, and Plasma Welding equipment. A sidebar on the left of the website content lists various welding products and services, such as Heliarc welding, Rehm welding, Lincoln welding, Murex, MIG Brazing, Plasma, Welding torches, Welding machine replacement products, Mag Drills, Circuit board repairs, Telephone assistance, and Onsite repairs.

## Heliarc Technology Welding Equipment and Welding Supplies

Heliarc sell welding equipment and supplies via their online shop. Although they are a young company they have already become one of the top three online providers.

Position4Business provide the following marketing services to Heliarc.

- Marketing Consultancy
- Website Management
- Pay Per Click
- SEO

## Results

Following the design and creation of their shop site, a very low cost Pay Per Click campaign of £150 per month, is generating monthly sales of £1500 - £2000 per month.

As Heliarc is a small company, we are producing an incoming links campaign to increase their website rankings in the natural search. Eventually this will enable them to reduce further or cease the pay per click activity.