



Promotional Micro Sites

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www.promotionalmicrosites.co.uk



Promotional Micro Site case study : Windsor Vehicle Leasing



Businesscarleasinguk.co.uk was the second in a series of promotional micro sites created for Windsor Vehicle Leasing.

The first site was www.cooperlease.co.uk, set up after a meeting where the decision was made to test our promotional micro sites by focusing energy on a vehicle that was both profitable and popular, the Mini Cooper. Launched on 19th September 2007, by the 21st September, just 2 days later it was visible for 3 key phrases on page 1 of Google!

Month on month the number of visitors has consistently grown with July 2008 seeing 1040 visitors to 1760 pages. This has been achieved by building quality foundations and then adding an article each month about leasing a mini cooper.

Due to the early success of cooperlease.co.uk we published the main binb/wvl website under its own domain name of www.businesscarleasinguk.co.uk chosen because of the number of people searching that key phrase. July 2008 saw 1323 visitors to 2133 pages, with "low emission cars" proving a popular search which is continuing into August 2008.

We've recently launched www.newcarbusinessleasing.co.uk and our next emphasis is on www.greencarleasing.org.uk, a hot topic and so let's see if we can work our magic on this and other future car leasing projects commissioned.

The motor vehicle industry is one of the highly competitive spaces on the Internet as it is in printed media. Boys love their toys and most of us need some form of four wheeled transport... when you are contemplating your next vehicle purchase you'd do well to consider some form of business car leasing... tell them where you heard about it first!

www.businesscarleasinguk.co.uk