

# SmarttNet pushes Ferguson to top of web

ABBOTSFORD - Sales reps at Ferguson Moving & Storage have experienced first-hand what search engine optimization (SEO) can do for a business.

"Suddenly, it's no longer an 'online brochure' that we direct our potential customers to. It has become a fourth sales person to our company," said Lorne MacInnes, vice president of Ferguson Moving and Storage, noting his company enlisted the services of SmarttNet.

"Before working with SmarttNet, our Web site only generated approximately three per cent of new business. Yellow Pages was around 13 per cent. Today, Google comes in at 17 per cent and Yellow Pages has dipped to just 7 per cent."

Since starting an e-marketing campaign with SmarttNet, Ferguson staff levels have doubled and sales have risen 43 per cent compared to figures from a year earlier.

In February, 2008, MacInnes phoned SmarttNet's marketing manager Martin Wong. At the time, he was frustrated that rented-truck, basement-run moving companies were ranking higher on Google than Ferguson - even though Ferguson is an established North Vancouver company with over 90 years' experience.

"He wanted to find out how he can beat back his competition on search engines. So we sat down and I took out a piece of paper and pen and started drawing out how Google works," recalls Wong.

For Ferguson, it was the birth of a new e-marketing campaign. For Wong, it was the start of an Internet marketing venture at SmarttNet, which exploded with popularity.

"Our household moving business has increased directly because of the SEO work done by the entire team at SmarttNet," says MacInnes. "We always ask everyone who calls for our services how they heard of us. At first it was really exciting to hear them say 'I Googled you.' After a few months, it has become so common it no longer has that 'new car smell' feeling."

SmarttNet's Internet marketing and Web development team has been acquiring new clients from a variety of industry sectors.

"Clients are happy because after we put together their site, we teach them how to do their own SEO," says Wong. "They can log in to their site to make updates, which is so easy, and then they can rank well to generate more sales through search engines. It's a lot more simple than many people think."

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Martin Wong from SmarttNet and Lorne MacInnes from Ferguson Moving & Storage

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