



Supercharging your business online.

An experienced online digital marketing agency, passionate about increasing your traffic and bringing you more customers.

SEO . Website Design . Ecommerce . PPC . Design & Branding . Social Marketing . Google Business View

**Making sure your
products & services
are found by customers.**



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Dedicated & Caring.

Your Espresso Web team.

Driving the Espresso Web team forward are Stephen Robinson & Greg Langstaff. Together they strive to create a community spirit, allowing the whole team to do what they do best - create great products and continue providing quality customer care.



Stephen Robinson
Director



Greg Langstaff
Director



“I love what we’re doing here at Espresso Web. I’m constantly engaging with customers and they tell me the products & services we provide, really do make a difference to their business. Feedback like this always makes me smile.”

Dave Williams
Search Consultant



Online digital marketing services.

Espresso Web are a close-knit community of online digital marketing experts, passionate about delivering the best customer care to every client.

From superior SEO services to e-commerce websites, we have the solution to take your business forward, increase traffic and get you more customers.

Using a professional approach, we are more than just a web design company. We are the complete package when it comes to anything that involves digital marketing. As a business, we pride ourselves on our ability to go the extra mile, and we regularly exceed our customers expectations!

Search Engine Optimisation

Building an online presence is an essential aspect for the modern day business looking to generate more leads and increase income. With that said, SEO is undoubtedly one of the most important investments you will ever make for your business.

Businesses looking to grow will benefit from a well thought out SEO campaign. If you want to ensure that your website is getting the high traffic and recognitions it deserves from search engines, then SEO is definitely for you.

Using various methods to improve your rankings across search engines, Espresso Web have the ability to increase the organic traffic driven to your website. More traffic brings more leads and we all know what that means... More MONEY!

The process starts with an in-depth analysis of your website, helping us to establish what needs addressing. This will give us the tools we need to build your SEO strategy, and determine exactly what we will do to help make your website successful.

Website Design

Having a website is a fundamental part of any modern business looking to build an online presence. It is one of the first things people search for & interact with online, when looking for products or services. Your website should be attractive, engaging, functional and accessible, all of which we are able to assist you with.

Our creative team have years of combined experience dealing with anything from simple brochure websites, through to complex bespoke e-commerce builds. Each website we design & develop is mobile & tablet friendly, ensuring your customers are being delivered the best user experience, regardless of the viewing device.

We tailor all quotes based on your requirements. This means every price we give is based solely around your needs as a business. We pride ourselves on our 'no package' solutions. No website is the same, so why should there be a set price?

We make it our business to go above and beyond your needs to ensure complete customer satisfaction with every website we design. Your project will be no different.

Ecommerce

Ecommerce websites offer you the opportunity to sell a particular product or service online. They help you to manage your products using one simple to use, multi-functional platform.

Ecommerce websites have been one of the biggest advances in the past decade, with the internet quickly becoming a marketplace of it's own. 90% of web users have made at least one purchase online, proving just how popular internet shopping has become.

Espresso Web can design and build an attractive and fully functioning e-commerce website for you, accessible 24-hours-a-day, requiring no ground rent or staffing costs. A cost-effective solution for your money-making ambitions.

Our team of highly skilled developers utilise the latest technology to provide an immersive experience. With commonly used frameworks such as WooCommerce and Magento, plus the option of having a bespoke build, we are confident that we can cater to your every need.

Our e-commerce knowledge will help you drive traffic to your e-commerce website, which in turn will help to increase turnover.

Social Marketing

Placing your business in front of thousands of internet users is easy when you use Social Media. Advancements in technology mean that people can find your business on the go, you just need to be there for them to find.

Facebook, Twitter, Instagram and Google + are just a few of the main social media platforms you could (and should!) be using to generate business. With a range of different options to choose from, modern social media is extremely convenient for anyone in need of a business, or a particular product/service.

Accessible on mobile, tablet and desktop devices, social media is a powerful tool that, when utilised properly, can open the door to a world of opportunities. Not only is social media incredibly easy to use, it's fun, personal and a great way to engage at all times of the day.

Espresso Web offer Social Media Marketing as part of our comprehensive marketing service. We help you to build a brand, shout about your services and engage with those that have the potential to give you money. After all, that is what you want, right?

PPC

Espresso Web offer an innovative, forward thinking approach to paid search campaigns. We use our marketing expertise to help you get the most out of your Pay Per Click campaigns!

Our PPC service includes:

- PPC Audit
- Google AdWords Management
- Bing Pay Per Click Advertising
- Digital Display Advertising
- Facebook Advertising Service
- Remarketing & Retargeting

Using a varied approach, our PPC service will help you progress online, putting you in front of more potential customers.

PPC account management is something we have spent many years perfecting, and something we believe is an art form. As a certified Google Partner for paid search campaigns we have the trust of the biggest name in paid search. Our campaigns are dynamic and are tailored around your specific requirements. Improving conversion of your campaigns, driving down bid costs and increasing paid search visitors is only the start of our structured campaigns.

Google Business View

Developed by Google, Business View was purposely built as a way of targeting the interior spaces that businesses occupy. With Google Business View you can showcase the inside of your shop, hotel, restaurant, hairdressers, office, showroom, club, or venue, giving potential customers an insight into who you are and the way you operate before they even get in touch.

With professional photographers at our helm, and a vision to enhance your digital world, Espresso Web are able to enter your place of work, capturing every angle of a 360-degree rotation, using panoramic shots of the room/building. We can then create a walk-through tour that can be seen at anytime, from anywhere in the world. Basically, it is a virtual tour of your workplace.

Impressive in the way it works, Google Business View can be viewed directly through search results and through Google+ Business Pages, providing business owners with an amazing marketing tool. Hosted for FREE on Google Maps, Business View is a cost-effective way of gaining new exposure online. Who would have thought?

Design & Branding

Whatever your needs are for a more professional, clean-cut image, Espresso Web can help you in many different ways. Our team of creatives can work with you to build a brand, re-design logo's or create the designs for online marketing.

With any online venture it's important to visualise where you want to be, what your goals are and how you are going to achieve them. Our branding and design services mean we can help you to create the right impression, right from the the word GO!

If you already have ideas in your head, we can work around them. If you are completely clueless when it comes to design, we can take full control of the project. We are flexible in the way we work and can tailor all designs to suit yours and your business' needs.

After Care

Creating a lasting relationship is paramount to our business and yours. We pride ourselves on our after care services, which are there to support you through every eventuality. Our wide range of hosting solutions are in place to support even the largest of websites.

As a pioneering digital marketing agency we take pride in supporting our clients with everything business related. From digital marketing strategies right through to business consultancy we can support you through it all.

From phone support, through to email and our online support system, we are always on hand to help and advise, wherever possible.

As we build relationships with clients, we become an extension of their team. We can offer all clients close support & advice on an on-going retainer, to ensure you have the best support, advice & updates, as soon as you need them.



Case Study

Fusion Office Design - National SEO

www.fusionofficedesign.co.uk

Espresso Web first teamed up with Fusion Office Design back in 2013, stripping back and rebuilding the website they had at that time.

What was the PROBLEM?

The website didn't have any worthwhile rankings, it looked good, but it didn't show up anywhere in search results. We discussed all options for SEO with the marketing director, talking him through the various roots we could go down to achieve the results they needed.

...and the SOLUTION?

A well structured, on-page and off page SEO campaign, saw positions drastically increase for dozens of competitive search phrases on a national basis, as well as hundreds of other keywords which contribute to the success of the company.

What about the RESULTS?

With national first page rankings on Google for key phrases, such as 'Office Design', Fusion now receives daily inquiries thanks to the work of Espresso Web. This has lead to increased revenue and an ever-growing reputation for a company looking to become first choice for Office Design, Refurb and Fit-Out, throughout the UK.

Why not do a little search for 'Office Design' on Google and see for yourself the wonderful position we have managed to get them to? We'd call this winning!



GlareGuard

We are your first choice for window tinting & window films.

Case Study

GlareGuard - Local SEO

www.glareguardwindowfilms.com

Positioned near to where Espresso Web is based, GlareGuard is a local window tinting company looking to conquer not only the North East of England, but eventually the whole UK.

What was the PROBLEM?

Before we could optimise their website, we needed to build them a new one. The old website wasn't up to scratch so we set about doing what we do best. We designed and built a new website for GlareGuard and the client was very pleased. There was still something missing though... IT DIDN'T RANK.

...and the SOLUTION?

We had built the perfect platform to work on, we just needed to complement the new website with some on-page SEO. We took the time to determine what we needed to do and executed the things we believe search engines look for when deciding how well or poorly a website ranks.

We developed a local SEO strategy that would stand GlareGuard in good stead when fighting for positions on a local basis.

What about the RESULTS?

With dozens of first page positions (at or near the top), an influx of inquiries and work from all over the North East, it's fair to say our local SEO campaign is a successful one. After just a few short weeks from teaming up, GlareGuard had already secured several large deals on the back of the work we did.



WELCOME TO
TRADITIONAL BEAMS
Lovers and suppliers of beautiful oak beams, shelves & more.

Case Study

Traditional Beams - Website Design

www.traditionalbeams.com

Traditional Beams are specialists when it comes to supplying fireplace beams, offering a wide range of beautiful solid oak solutions to enhance the home.

What was the **PROBLEM**?

The website they had just wasn't converting. It had very little in terms of online presence and all work was coming from ebay. The design of the website was a big issue too and it quickly became clear that working with their old web design company was proving to be difficult.

...and the **SOLUTION**?

We had a couple of options. Try and adjust the website and make it work or start again with a new design altogether. The latter proved to be the most popular option.

Espresso Web re-built the website from scratch after the design was approved by the client. The focus was on clarity, ease of use, conversion and search improvements, something the client so desperately needed.

What about the **RESULTS**?

As a result of the work we did, Traditional Beams now have a visually appealing website which converts much better than previously. Better returns come from having a more attractive website, which can actually be found through search engines online. Another successful project to tick off the board.

Kind words

A few kind words from some of our clients.

Highly recommended

Worked with Espresso Web to create a new website for USB Flash Ltd and have nothing but great things to say about them, highly recommended A+

Matthew
USB Flash

The service is excellent

Having had a poor experience in the past with SEO and Web Design I turned to Espresso Web and I can truly say the service is excellent. I am so happy with my new website and also the additional leads the site has generated already.

I would have no hesitation in recommending Espresso Web to family, friends and also clients of my own.

Superb!!!

Lee Fawcett
LDF Accountancy Services Ltd

A very reliable team

I had almost given up on looking for an SEO company to help with my website's rankings as I had a very bad experience with previous individuals and companies that took money but delivered nothing. I searched online for an SEO company with good reviews and came across Espresso Web. I called four of their existing clients and enquired. Each and every one of them gave a glowing reference.

After speaking to Andy, I felt that finally, I had found an SEO specialist that understood my needs and was passionate about his profession. None of the usual tech jargon to confuse me. Andy was honest about what my company needed and was not the "hard sell" that I found with other Web Design companies.

From day 1, the team at Espresso Web have been a pleasure to work with. Nothing has proven too difficult for them and they have gone beyond my expectations. Our new website is a million miles from the one we had and our ranking has improved significantly. We have more enquiries than ever before.

If you are looking for a new website or SEO, I would definitely recommend Espresso Web. A very reliable team of people that are always on the end of the phone if you need help.

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