

# Achieving Success Together

## A Case Study



Urban Exteriors is a family-run business in Sydney that specialises in creating stunning outdoor spaces.

Learn more about Urban Exteriors ([www.urbanexteriors.com.au](http://www.urbanexteriors.com.au))

*“...Our company is thriving right now and we are inundated looking after our core business of patio designing and landscaping. It was great to finally find a **reliable provider** who could offer all of the online services in one place...”*

**Izzy Regan**  
Director & Design Consultant



## Scenario

When Urban Exteriors partnered with Logical Assembly, we identified the redesign of their website as a priority. We delivered a new look and feel that exceeded their expectations.

1. Mobile responsive - the website will automatically adjust to fit any device
2. Optimised for Google - it gets top positions in search engine results
3. Optimised to convert - the website has strategically-placed call to action buttons and forms

Our next objective was to increase traffic to their website and improve leads generation. Logical Assembly achieved this by running carefully planned campaigns in Google AdWords, social media, SEO, and content marketing.

## Result

1. Most of Urban Exteriors' highly-competitive keywords have reached **Page 1** of Google search engine results
2. In August 2016, the Urban Exteriors website registered a **58% increase in new sessions** and **61% in new users**
3. On Facebook during the same period, there was a **126% increase in post engagements**

Like Urban Exteriors, do you want to get more online leads and **GROW** your business?

Call NOW!  
**02 9944 3281**

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## Peter Merity

### BUILDING & CONSTRUCTION LAWYERS

Peter Merity is a law firm specialising in building and construction law, with specialist accreditation from The Law Society of New South Wales.

Learn more about Peter Merity ([www.petermerity.com.au](http://www.petermerity.com.au))

*“...We asked Martin to redesign our very tired and boring website. The result is outstanding. Logical Assembly designed a dynamic and exciting website for us here at Peter Merity Building & Construction Lawyers. We asked for certain changes and he obliged quickly and efficiently...”*

**Peter Merity**  
Solicitor



## Scenario

Peter Merity partnered with Logical Assembly for the redesign of their website. They needed a professional, modern website that will reflect their brand's identity. The website should also be mobile responsive as most people now view websites from mobile devices.

## Result

We delivered a new website to Peter Merity that is now:

1. Mobile responsive - the website will **automatically adjust to fit any device**
2. Professionally designed - it adheres to **modern design trends** and visually reflects company's identity
3. Optimised to convert - the website has strategically-placed **call to action buttons** and forms

Like Peter Merity, do you want to have a professional, mobile-responsive website?

Call NOW!  
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