**BACKGROUND**

South West Trains operates around 1,600 trains a day on a network in the South and South West England, serving more than 200 stations and employing around 4,500 people. The South West Trains network includes routes through Hampshire, Surrey, Dorset, Wiltshire, Berkshire, Devon, Somerset, and Greater London, serving a mixture of commuters and longer-distance travellers.

**WHAT WE DID | ORGANIC SEARCH (SEO)**

South West Trains were looking to boost conversions and lower costs for their PPC account, and Click Consult made sure they were on the right track for success.

**THE RESULTS**

Our paid search strategy produced some impressive results over the campaign’s lifetime:

- **190% INCREASE IN CONVERSIONS (MAY - NOV 2013)**
- **155% INCREASE IN CLICKS (MAY - NOV 2013)**
- **27.3% INCREASE IN ROI (MAY - NOV 2013)**
- **25.5% DECREASE IN COST PER CONVERSION (MAY - NOV 2013)**
- **11.4% INCREASE IN CONVERSION RATE (MAY - NOV 2013)**