

Rutland Cycling

Rutland Cycling is one of the UK's leading cycling and leisure retailers. This family owned business has ambitious growth targets which are being supported by Hallam's strategic direction and guidance.



Rutland Cycling Key Facts:

76%

Increase in online revenue.

34%

Reduction in shopping cart abandonment.

52%

Increase in online transactions.

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Hallam has provided us with a robust mix of strategic direction setting combined with practical execution. The Hallam team has been our “critical friend” – challenging our thinking, raising our awareness of new marketing opportunities, and providing us with support and guidance.



Sally Middlemiss, Director
Rutland Cycling

The challenge

In addition to 5 specialist bike shops, Rutland Cycling is one of the UK's top 10 online cycling retailers. Their combined bricks and mortar and ecommerce strategy is a key differentiator, and the challenge the business faced was how to be best of class in a highly competitive online marketplace.

Driving more traffic to site, creating an exceptional user experience, and staying at least one step ahead of the competition were the obvious tactics for online success. But for Rutland, visitor numbers were falling, customer expectations were rising, and the competition was heating up. Nevertheless, the management team were confident there was plenty of scope for continued expansion in the buoyant online marketplace, but they weren't sure how to tackle the job.

What they needed was a clear vision and plan of action to remain a dominant player in the field.

Our approach

Hallam has developed a long term relationship with the team at Rutland Cycling, and we've worked together since 2012. Our relationship started as a **training partner** working to develop their own in-house team skills, and then over time evolved seamlessly into consultancy services.

Visibility in the search engines has always been a top priority for the Rutland Cycling marketing team, and one of our first tasks was the **removal of the Google penalty** which was a result of unethical legacy link building. We delivered the SEO plan for driving traffic including keyword research, on page optimisation, and link building.

We developed a **content marketing strategy** for the creation of blog posts, infographics, informative articles and videos, designed to position Rutland Cycling as a thought leader in the cycling community.

We advised on their **Local SEO campaign** to raise visibility of their retail outlets and drive customer footfall.

Working alongside their development team, we provided strategic guidance and advice in the **planning of their new website**, and ensured a smooth transition during the migration.

We have also identified **Digital PR** as a great method of promoting Rutland Cycling's offers, to build brand awareness, and increase the authority seen in their domain by search engines.

The results

Working alongside the team at Hallam, Rutland Cycling has successfully positioned itself as a thought leader, and built their brand as the premier destination for the cycling community. This strategy has enabled them to drive forward with their online sales, with the business achieving a robust 76% increase in online revenues.

In addition to strategic guidance, Hallam returned Rutland Cycling to Google's good books by removing the Google penalty, and developed the technical plan for the successful launch of their new website.

