

“ Within a month of our site going live, we’ve had two leads – including one for £100k! ”

**RICHARD WALKER**

**MARKETING MANAGER**

**MCAULIFFE**

Client: McAuliffe Civil Engineering Limited

Location: Wolverhampton, West Midlands

Annual turnover: £3.5m

Sector: Construction/civil engineering

Major clients: Bloor Homes, Persimmon Homes, Barratt Homes

Website: [www.mcauliffe.co.uk](http://www.mcauliffe.co.uk)

Tel: 01902 354400



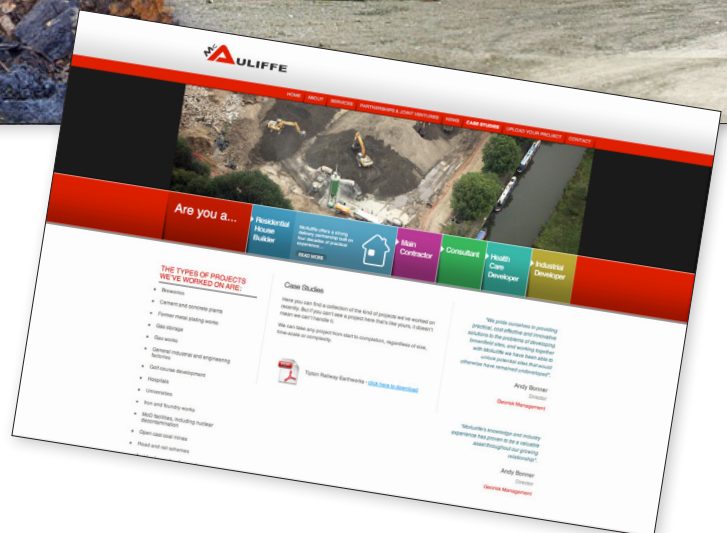
## OVERVIEW:

**Number of staff:** 22

**Company background:** McAuliffe is a brownfield site clearance and contracting specialist, working mainly within the civil engineering and construction sectors.

## NEED:

The company wanted to upgrade its original website, fearing that it was not only starting to look dated, but also giving the impression of a small company with limited capabilities.



## QUICK OVERVIEW

### COMPANY:

McAuliffe Civil Engineering Limited

### INDUSTRY:

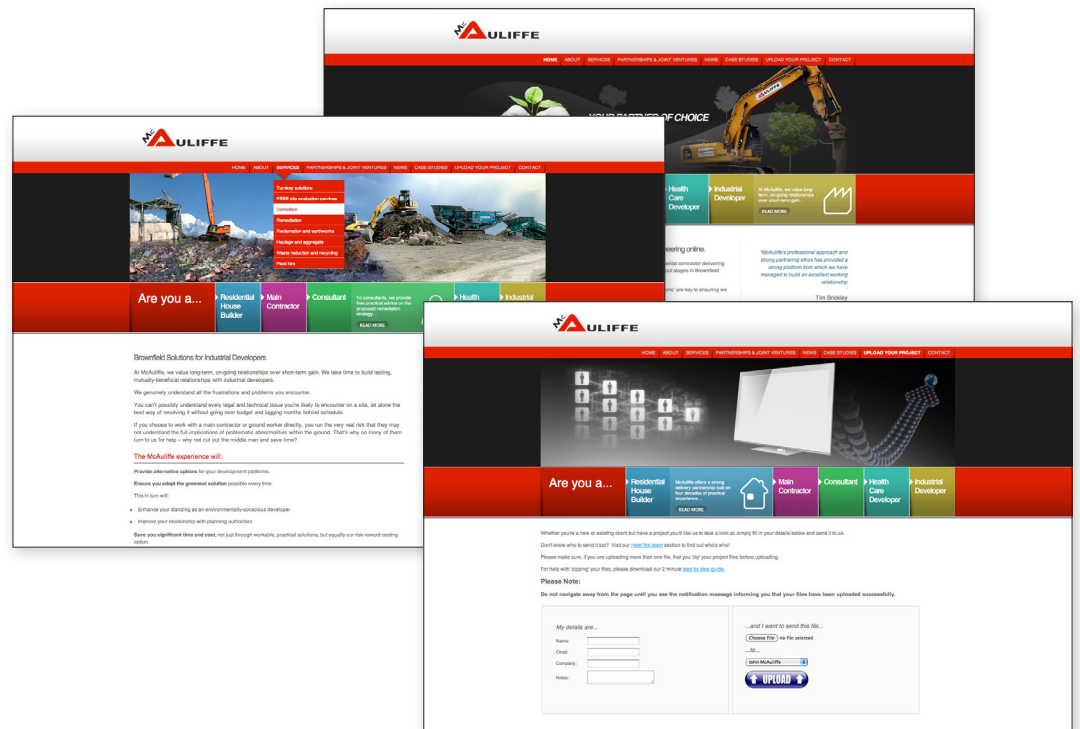
Civil engineering/  
construction

### NEED:

A website to attract bigger clients

### BENEFITS:

A content-managed, copywritten website from FDC



## SOLUTION:

A content-managed website with a clean, modern design, and professionally-written, non-jargon copy, enabling easy updating by the client at any time. The completion of the website was marked by a free email to all of McAuliffe’s database, alerting them to the all-new website.

Richard Walker, marketing manager at McAuliffe, said he was delighted with the overall site, and said the company had received a great deal of positive feedback from clients.

“Not only did we receive some great comments, but we were really impressed by the high number – 23 per cent – of click-throughs which resulted from FDC’s launch email to our clients.

“This has really helped us get word about. If we’d have done that for ourselves, I doubt we’d have enjoyed a response like that.

“Just as with the website, we looked to FDC to advise us on the launch email’s content, and the subtle tricks to get people looking – and it worked! We could see from the statistics afterwards that people had spent quite a long time reading around the site.

“Our work is typically jargon-heavy, so it was essential that we had copy that did not confuse or distance people.

“The copy was short, sharp, punchy, and customer-focused. It explained everything about us. One of the main reasons we chose FDC over other agencies was because they included professional copywriting in the deal – most others wanted to charge extra.

“We sent the launch email to a client we hadn’t dealt with for more than a decade. He’s now offered us the opportunity to tender for a contract valued at more than £100,000!”