

About Airswweb

Airswweb has built a reputation as a leading provider of Environmental, Health and Safety software.

Established in 1999, Airswweb have a proven track record in delivering flexible, scalable software solutions that enable complex organisations to meet their ever-changing EHS, Risk, Compliance and Sustainability requirements.

Their client base is truly global with airswweb® software deployed in 177 countries, with more than 300,000 users, working in 20 languages.

Trade Pattern - Year overview



Share value



1. THE CHALLENGE

Airswweb approached Hit Search with a very simple brief - to increase the volume of leads the company generated through its website. More detailed targets of 30% YOY growth followed the initial meeting and subsequently, the digital channel focuses were agreed.

3. THE RESULTS

When comparing the first 6 months of working together, Organic sessions increased year on year by 72%.

Leads generated as a direct result of improvements to Organic search increased by 202%, along with a conversion rate improvement of 75%.

2. OUR SOLUTION

It became clear after initial discussions, that there were some shortfalls in the on-site technical SEO piece, this was therefore identified as a key target channel and the main focus for growth. As a supporting channel, we re-built the Google AdWords channel and used very specific audience profiling to ensure little waste and maximum impact.

In addition, we ensured that an attribution model told the story we wanted telling when understanding the greater impact to the wider Digital Marketing mix for Airswweb.

[Check out our downloadable resources](#)