

CASE STUDY

GWL Service & Maintenance

From a standing start to a steady stream of leads and a **20× return on ad spend** – all in the first 12 months.

10–15

leads per month,
from zero

20×

return on ad spend
(2,000% ROAS)

400+

organic visits per
month

Page 1

rankings for target
terms

SECTOR

Fire safety, smoke control &
ventilation systems

SERVICES DELIVERED

New website,
WooCommerce store, SEO,
Google Ads, call tracking,
lead gen

TIMEFRAME

12 months

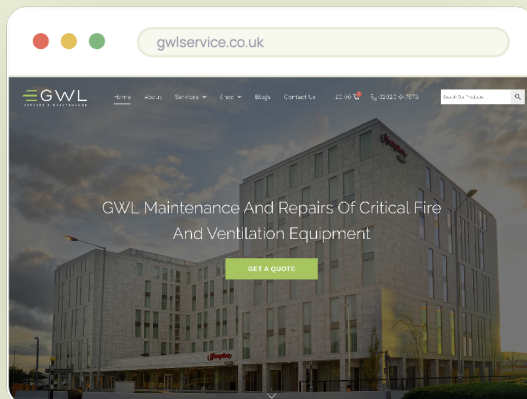
The Challenge

GWL Service & Maintenance is a specialist in the service and maintenance of smoke and environmental ventilation systems, fire curtains, smoke vents, dampers and fire safety equipment. The expertise was there in spades – decades of hands-on industry experience behind the team. What was not there was a business anyone could find.

GWL came to us brand new. No website, no online presence, no customers, and no way for the people who needed their services to reach them. In a field where building owners and facilities managers are actively searching for accredited, reliable providers, being invisible online meant being invisible full stop. They needed to launch, get found, and start turning searches into real enquiries – quickly.

DESIGNED & BUILT BY
DM EXPERT

Website + Shop



A professional WordPress site + WooCommerce store,
launched from a blank slate.

Our Approach

We built GWL a complete online presence and lead engine from the ground up.

01 A website from scratch

A professional WordPress & Elementor site, developed hand in hand with GWL, with every page structured to turn a visitor into an enquiry.

02 A WooCommerce store

An online shop for AOV kits, control panels, switches and sensors — opening a second revenue stream alongside core service work.

03 SEO to earn visibility

A brand-new domain starts with zero authority. We built GWL's search presence deliberately, targeting the terms their customers actually type.

04 Google Ads for day-one leads

A tightly targeted paid search campaign brought qualified enquiries from the very start — the phone ringing while organic rankings climbed.

05 Call tracking & lead capture

Tracking on every enquiry so we understood exactly what was working, could keep optimising, and could prove the return.

Launch → Leads

One joined-up engine: found in search, converting on site, measured end to end.

The Results FIRST 12 MONTHS

0 → 15

A brand-new business with no customers now has a consistent, healthy monthly pipeline of **10–15 leads**. For a company at this stage, that is transformational.

400+

Organic visits per month, built from nothing on a brand-new domain.

Page 1

Google rankings for key industry terms — we lead on the terms that bring the right enquiries.

20x

RETURN ON AD SPEND

Google Ads returned roughly **£10,000 in value for every £500 spent** — an exceptional return that let GWL invest with total confidence.

Want results like these? Let's talk.

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