

CASE STUDY

TJP Electrical

An established, respected contractor that was invisible online. We turned word of mouth into a digital pipeline that converts **almost one in three ad clicks**.

#1 for "commercial electrician cardiff"	25–30% Google Ads conversion rate	0 → ∞ to a full online lead pipeline	28 mo as a trusted partner & counting
SECTOR Electrical contractor — domestic, commercial, industrial & education	SERVICES DELIVERED New website, high-converting landing pages, SEO, Google Ads	TIMEFRAME 28 months and counting	

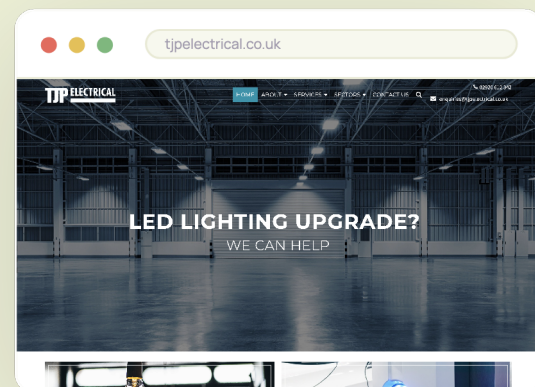
The Challenge

TJP Electrical is an established, NICEIC-approved contractor with a reputation built over more than two decades of quality work across domestic, commercial, industrial and education projects. The problem was simple but serious: none of that hard-earned reputation existed online.

Their old website was underperforming — not a single lead was coming through the web. The business ran almost entirely on word of mouth: a wonderful thing to have, but a fragile thing to depend on. Every time a customer searched online, TJP were nowhere to be seen, and the work went to competitors with a weaker track record but a stronger digital presence. They needed an online presence that actually generated work.

DESIGNED & BUILT BY
DM EXPERT

Website + Landing pages



A new site worthy of an established, accredited contractor — built to convert.

Our Approach

We gave TJP a digital presence worthy of their reputation — and built it to convert.

01 A new website from scratch

A completely new WordPress & Elementor site that properly represents an established, accredited contractor and is engineered to turn visitors into enquiries.

02 High-converting landing pages

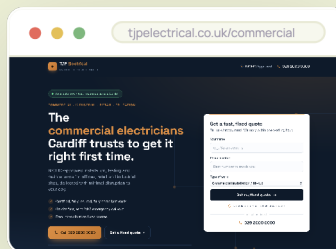
Dedicated campaign landing pages in Next.js & Tailwind — fast, focused and built purely to convert paid and organic traffic at a far higher rate.

03 SEO that wins the money terms

We built organic visibility from the ground up and earned the #1 position for “commercial electrician cardiff” — top of the list when high-value customers search.

04 Efficient, high-intent Google Ads

A tightly targeted paid campaign aimed at the searches most likely to convert, paired with those high-converting landing pages.



NEXT.JS LANDING PAGE

Built to convert

A fast, focused, single-purpose page — turning ad clicks into fixed-quote enquiries at up to 30%.

The Results

0 → ∞

A business that ran purely on word of mouth now generates enquiries online, **consistently** — a genuine digital pipeline.

#1

Number one on Google for “**commercial electrician cardiff**”, their key commercial term.

Lean

Because the site and pages convert so well, paid spend is now a **top-up, not a lifeline** — a healthy, mature marketing setup.

25–30%

ADS CONVERSION RATE

Exceptional for the trade, where typical rates sit in the low single digits. **Almost one in three ad clicks** becomes an enquiry.

Want results like these? Let's talk.

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Get in touch →