



FMIS is a leading supplier of Fixed Asset Management software in the UK and internationally.

Headquartered in Kent, FMIS has a 35 year track record working with the public and private sectors.

Goals

- ✓ Increase presence on Google
- ✓ Develop a more SEO friendly website
- ✓ Stay ahead of competitors

Success stats



569% increase ranking tracked keywords



367% increase in new users within a year



More than doubled average session duration since October 2021

Challenges

FMIS has always had an industry-leading product, but their investment in marketing did not really reflect this. The company simply did not have the resources available in house to develop our natural search traffic to where we wanted it to be. To grow the business to its potential, they needed and were willing to leverage specialist skills.

With such a wide range of products and markets covered, they realised early on that they needed to be very specific about their goals for SEO, in the short to medium term. They decided to focus specifically on the UK and on their key products with the goal of being the top ranked listing in these areas.

Working with Viaduct Generation

"Viaduct Generation has been a great fit for us. From the start, the relationship has been as important as the work. We felt that the team shared our excitement about the possibilities of SEO for FMIS and have always been willing to go the extra mile to help us build the basis of a long term relationship.

We accepted that SEO is a long term investment, but even within the first year we have seen an increase of over 100% in natural search traffic and clicks in our target areas."

John De Robeck, Sales and Partnerships Manager