

UK Certificates New Website Drives Record Sales of Replacement Certificates

The first quarter of 2008 has led to a surge in replacement certificate sales. The visibility of the Web site on the major search engines, coupled with the tireless dedication of staff has ensured that the high level of sales went hand in hand with high levels of customer service.

April 18, 2008 (FPRC) -- Following last years launch of their new website, replacement certificate company UK Certificates, have seen record sales for the first quarter of 2008. Optimised to provide both premium search engine rankings and a seamless customer experience, the introduction of the new site at UK Certificates is one of the key drivers behind the unprecedented sales growth.

Customer Service Manager at UK Certificates, Sarah Lawrence, comments on the surge in orders "The first quarter of the year is traditionally our busiest time. Summer holidays are on the mind of many people during the bleak months of January and February, which naturally turns then their thoughts to passports. Applications for passports involve providing a copy of their birth certificate; so those who have misplaced or lost theirs then turn to us for a replacement. Thanks to the new site being launched, more often than not consumers find us at the top of the search engine rankings which has lead to higher traffic levels. When customers land on our website, its ease of use and competitive prices deter them from looking elsewhere."

The site was developed following months of intensive research into customer behaviour, the findings of which were amalgamated with the latest knowledge of search engine optimisation and web marketing. It is this combination that Paul Weathersby, Technical Director, believes has been the catalyst of sales growth.

"When we embarked on this project we knew that whilst it was essential that the site was marketed well on the internet, it also had to be incredibly user friendly. Ranking well in search engines when someone for example, searches for a replacement marriage certificates will not benefit our business if customers find the website confusing and difficult to use and, on the flipside, there is no point having the most user-friendly site on the web if no-one finds it. The high volume of sales we have achieved in the first quarter of 2008 indicates to me that we have got the combination just right."

Whilst the website has proven a key factor in the recent success, Lawrence is keen to point out how her team's dedication has added a considerable contribution."My team at UK Certificates work tirelessly to provide our customers with the certificates they need as quickly as possible, often going above and beyond the call of duty to help customers who are having difficulties. It is this commitment to our customers that I feel will help us maintain our position at the forefront of our field and see us obtain record sales for the 2nd, 3rd and 4th quarter of 2008."

About UK Certificates :

UK Certificates is a leading supplier of replacement Birth, Death and Marriage certificates. In addition they also supply adoption certificates and divorce certificates as well as providing research services.

Sarah Lawrence boasts over 17 years experience in the field of customer services and satisfaction. In her role at UK Certificates, she ensures the smooth day to day running of certificate fulfilment and customer enquiries.

Paul Weathersby is an industry leading IT specialist, who, along with his team, develops and maintains the cutting edge technologies which drive www.ukcertificates.com.

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