

Aquatek To Make Further Website Amendments To Improve User Experience

The North London-based plumbing firm is in talks with a local web development agency for advice on how to improve its website and attract more business from online sources.

February 18, 2013 (FPRC) -- It's been announced this week that Aquatek is to make further changes to its website to make navigating the platform a faster and more enjoyable experience for users. The company has been analysing visitor data to determine the best steps forward with regards to Aquatek's online advertising campaign and the marketing staff have concluded that, while the firm is receiving a record amount of interest from online sources, more can be done to encourage potential clients to contact the London plumbers in place of the firm's biggest competitors.

It's uncertain whether or not the firm will make dramatic amendments to the existing website or build an entirely new platform, but either way, Aquatek's management team are excited to see what effect the work will have on the number of enquiries they receive from the web.

"We have been working hard to increase our search engine exposure of late, but felt it was also necessary to address usability issues that have been emerging as more traffic has been hitting our site," explains one of the directors at Aquatek. "We appreciate that, while the site isn't necessarily bad, we need to be constantly monitoring user behaviour to gain an insight into the elements that could be changed or improved. Our marketing partner has opened our eyes to the potential of the web and we're pleased that we're now on the right path to generating more exposure for Aquatek as a brand."

It's hoped that the reincarnated website will appear much fresher and easier to navigate than the current template. Customers will of course still have access to a wealth of information regarding boilers, central heating and solar energy and will be able to view comprehensive overviews of the services offered by the London-based engineers. They will also be able to see straightaway whether their current location is covered by the team, which is usually able to send a plumber to any property in the North and East London region in under an hour if there is an emergency.

Aquatek employs a large team of North London plumbers and services hundreds of locations across the capital. The qualified professionals at the company fix all kinds of plumbing problems, from leaks and burst pipes all the way to boiler installations and repairs. Aquatek also operates a fast, 24 hour emergency response system. Please visit the company's website for more information or call 0800 328 4329 to speak to a representative.

Contact Information

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Keywords

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