



The screenshot shows the homepage of the Permanex Security website. At the top left is the company logo, a white eagle head, with the text "PERMANEX SECURITY" and "Nationwide Construction Site Security On Call 24 Hours". To the right is the telephone number "0845 069 5555". Below the header is a navigation menu with links: HOME, SECURITY, ACCESS CONTROL, SITE SERVICES, TEMP PLUMBING, HSEQ, ABOUT US, NEWS, CONTACT US. The main content area features a large image of a construction site with scaffolding and a banner that reads "PERMANEX SECURITY Security specialists established over 20 years". To the right of this image is a "Permanex Group" section with text describing their services and a "Contact Us" button. Below this is a "Latest News" section with two articles: "Major Scaffold Alarm Contract" and "Access Control contract for Heathrow Terminal 5". To the right of the news is a "Security Systems" section with an image of a camera and a "Find out more about our security systems" link. At the bottom of the main content area is a "Our Clients" section with logos for Breyer Group and others. The footer contains logos for various accreditation bodies (Lloyd's Building Safety Group, CHA, constructionline, SAFE CONTRACTORS APPROVED) and contact information for Permanex Security Ltd.

## Description

Permanex required a new web site to work for them by increasing sales leads, and helping them to communicate their increasingly diverse business, providing comprehensive content management and improving information accessibility.

One of the biggest problems for Permanex was that they were among the biggest and best at what they do yet they had a number of competitors, some of whom had a more impressive web presence, or achieve higher Search Engine rankings. We have created a website that conveys key messages of their business offering.

This includes effective communication of its size, experience, reputation for high quality and increasing diversity of services. These messages are expressed through the design of the site, as well as its content. To improve their search engine visibility we carried out a Search Engine Optimisation project to improve their page ranking. Already Permanex are noticing improvements in Search Engine results for new keywords.

## Client

Permanex Security

## Job

Major Website Upgrade

## Duration

6 Weeks

## Cost

£7100

## URL

[www.permanex-security.co.uk](http://www.permanex-security.co.uk)