

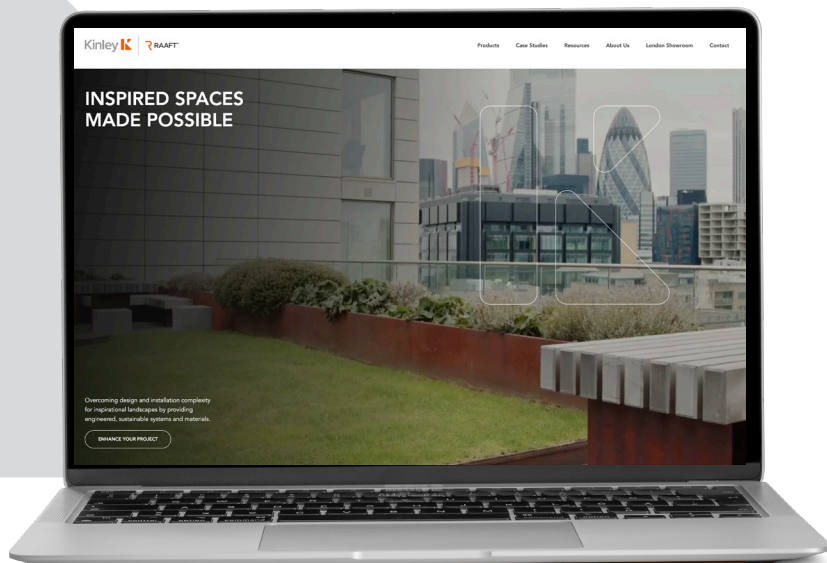
KINLEY: THE BUSINESS SPECIFIERS COULD FINALLY SEE

THE CHALLENGE

Kinley makes the components of the commercial landscape: the edge, the structure beneath it, the surface and what stands on it. Eighteen months ago almost nobody knew that. The brand said landscape edging, AluExcel was effectively the only product, and the business had not grown meaningfully for three years. The constraint was not capability or sales coverage. It was legibility. Specifiers can only ask you to quote for what they can see you make.

OUR APPROACH

We rebuilt the brand and the website around the specifier: minimalist design, photography of real schemes doing the talking, every technical file one click from its product, and a Get Inspired section for the architect still deciding what to specify. Then Kinley moved fast and we moved with it. Street furniture, the full range, then the merger with RAAFT. Three builds in eighteen months, 978 pages mapped and 488 redirects written so no search equity was lost.



RESULTS SO FAR

193% 1/3

Increase in Technical downloads. From 1,797 to **5,270**

On RAAFT, the average visit grew a third, from 3 minutes 19 seconds to 4 minutes 24 seconds, and downloads rose 28%.

61%

Rise in organic search conversions

28%

Gained organic traffic above the pre-launch weekly average

83%

Rise in conversions year on year on Kinley and **80%** on RAAFT.

