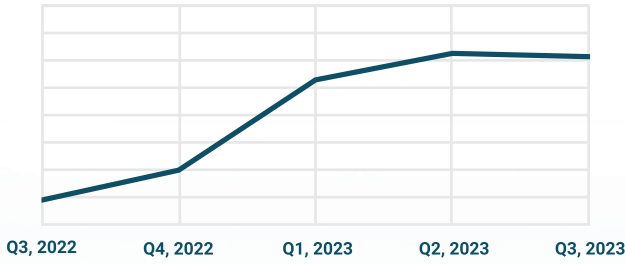
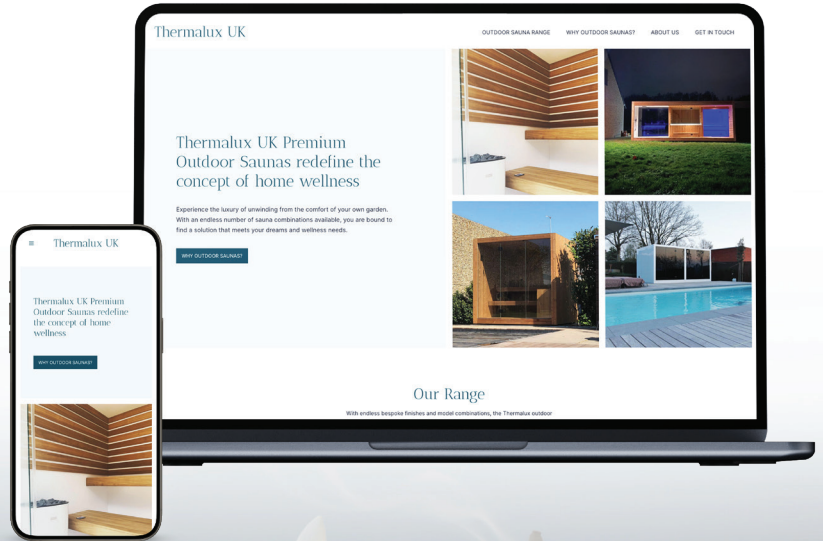


**Total Traffic Increase**  
by session from Q3, 2022 - Q3, 2023



**1,163%**

**Monthly website traffic increase**  
August 2023 compared to August 2022



**Above:** Website performance

**Main:** New website

**A great review from Deckmasters in 2022**

*"Austin Marketing built our new Website Thermalux UK. We were extremely impressed with their friendly and professional approach. They listened to our feedback and had some great suggestions on what would work for us as a brand.*

*Thank you, Mark & Joana, for all your help. We would not hesitate to recommend or use your services in the future."*

*Ken Garrad, Managing Director, Deckmasters*

# Thermalux UK

## Services Provided

- Marketing Support & Consultancy
- Web strategy
- Web Design
- Copywriting
- Full Website Management
- SEO & Link building
- Premium website hosting

## Customer overview

In 2022, Austin Marketing were approached by Deckmasters UK, a Surrey-based and family-owned business specialising in high-quality composite decking solutions and Thermalux outdoor saunas.

## The objective

As the sole UK distributor for Thermalux, a Belgium manufacturer of premium saunas and wellbeing equipment, Deckmasters' requirement was to increase the UK presence of the Thermalux brand and products, with the creation of a UK-specific website.

## Our work

Undertake an online review of competitor websites and strategic plan based on findings. Provide Deckmasters with a range of design options, build and populate the new 25-page website, fully optimised for Google and Bing search. Publish the website on Austin Marketing's dedicated web server.

## The result

We completed and published the website in May 2022, and subsequently commenced with monthly maintenance and website optimisation. Organic traffic started to increase six weeks after the site went live and now routinely attracting over 1,000 monthly visits to the website of which, the vast majority are first time visitors.

With all parties happy with our work, we were asked to produce and publish the new Deckmasters website in 2023, to complement the Thermalux website we produced in 2022.