



Aro launches new awards & SEO services at Advanced Engineering 2017

Aro PR and Marketing - a specialist agency for composites, engineering and scientific companies - is launching its new awards applications and SEO services at Advanced Engineering 2017 on the 1st and 2nd of November at the NEC.

Aro's new awards service came about after several clients asked for support in applying for a range of industry awards, including EEF Future Manufacturing Awards and the Queen's Award for Enterprise - the UK's highest accolade of business success.

Using their PR and journalism skills, Aro successfully wrote the applications and managed the whole process – resulting in a number of Aro clients' becoming official award winners!

As part of its awards service, Aro identifies the most relevant industry awards for its clients, and manages the whole application process, including writing the application form which can often be lengthy and time consuming.

Aro's second new service is for Search Engine Optimisation service (SEO). Having successfully trialled the new service, Aro is rolling it out to existing and new clients. Focusing on key elements that contribute to website ranking, this new service helped one of Aro's clients move from page four on Google searches to page one.

The service covers GA/GTM tracking setup/configuration and provides a tailored reporting setup in line with business objectives and KPI's. It optimises existing pages on the website, based on the keyword research and maps all keywords to the best landing page.

These services complement Aro's existing offering which includes: PR, marketing, media relations, profile boosting, digital marketing, social media, graphic design, web design and build, and copywriting.

Returning to the Advanced Engineering Show for the fourth consecutive year, Aro will showcase how these services support business development, fund raising and staff recruitment and motivation.

Aro director Billy McKenna describes the new services: "Awards are a fantastic way to achieve recognition within the industry and beyond, and enhance engineering and composites companies' marketing. They are also a great way to boost staff morale. However, the application process is often complicated and time consuming, and that's where Aro comes in.

"We are also pleased to add SEO to our range of services. If your company is on the second page for a Google search, the chances are you won't be found. Our SEO service will address

this and could catapult you onto the first page. This could make a real impact in finding new customers, and reassuring existing customers.”

Experience across the engineering and composites industries and, recently, additive manufacturing, has enabled Aro PR and Marketing to grow from strength to strength, building a reputation in delivering quality services tailored to the target audience.

For more information, visit www.aroprاندmarketing.co.uk. For a free half-hour consultation at Advanced Engineering 2017, e-mail info@aroprاندmarketing.co.uk