



An Introduction to Max-e-Biz

Helping businesses maximise e-business profit online

About Max-e-Biz

Max-e-Biz Ltd. was created in 2006 to provide digital marketing services to businesses, in what was then, the infancy of the online market. It was quickly realised that small and medium sized businesses wanted to access this market, but in many cases lacked knowledge, skills and the focus to do it themselves. Max-e-Biz set about providing online expertise to fulfil this need.

Fast forward to now, with state-of-the-art technology and experienced staff, we continue to deliver professional sales lead generation and e-commerce services to businesses throughout the UK and beyond. These are designed to help clients generate more sales and increase profits. We have also developed a trusted network of Associate Partners to deliver specialist services. Max-e-Biz also offer money back guarantees.

We know how much our clients rely on us. So you can be sure that we will do what we say we will do.



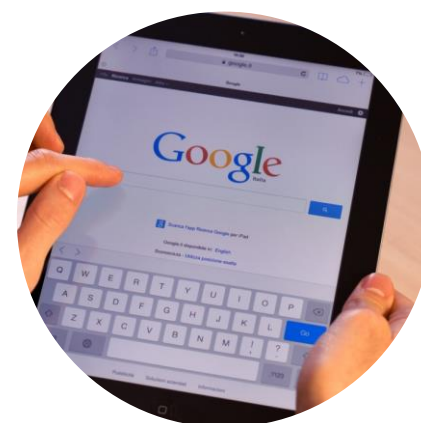
Max-e-Biz was founded in 2006 by its current owner Andrew Merrifield.

[Connect Here](#)



The Max-e-Biz group provides Digital Marketing services via a number of websites.

[Find Out More](#)



Max-e-Biz is an accredited Google Partner and Microsoft Advertising Partner.

[Find Out More](#)



Rated 'Excellent' on Trustpilot Max-e-Biz enjoys long-standing client relationships.

[Read More Reviews](#)



What do we do?

Help businesses maximise e-business profit online



Competitive Research



Online Marketing



Conversion Optimisation



Analysis & Consulting

How do we do it?

Maz-e-Biz online sales and lead generation services



E-Business Solutions

Looking to find more business online?

Whether you are running a full e-commerce business or exploring new ways to find customers, Max-e-Biz can help you.

We are specialists at creating bespoke solutions to connect you with potential customers online.

[Find Out More](#)



PPC Management

Need help with your PPC advertising?

As a Google and Microsoft accredited Partner, Max-e-Biz provides hundreds of Pay Per Click advertising solutions to business customers throughout the UK, USA, Canada and other countries. As an independent agency we are able to advise and implement what is best for our clients.

[Find Out More](#)



PPC Booster

Using PPC and want more sales leads?

What should you do? Buy more website visitors or convert more?
We have developed a programme that boosts the number of sales leads you get from PPC by improving your visitor to enquirer conversion rate. We do this through the power of video and some secret sauce!

[Find Out More](#)



Get Sales Leads

Need fresh sales leads?

Bespoke lead generation programmes. We start by evaluating the sector and tell you how many leads we can generate. Leads are generated from engaging with people searching online for providers like you. We also only operate on a one-to-one basis with our clients, so the leads generated are only ever sold to you.

[Find Out More](#)

Our Clients

Delivering tailor-made solutions to clients in multiple business sectors



Our Values

Our commitment to our customers



Honesty

We like to tell the truth, good or bad and we like our clients and suppliers to do the same.



Reliability

We know how much our clients rely on us. So you can be sure that we will do what we say we will do.



Timely

Doing things on time is important to us and is part of our DNA.



Professional

We adopt High Ethical Standards. You can expect and receive 'Business Like' dealings with us at all times.



Partner

Treating our clients like Partners makes us more than just a supplier.



Valuable

Above all, we strive to really understand and add value to your business.

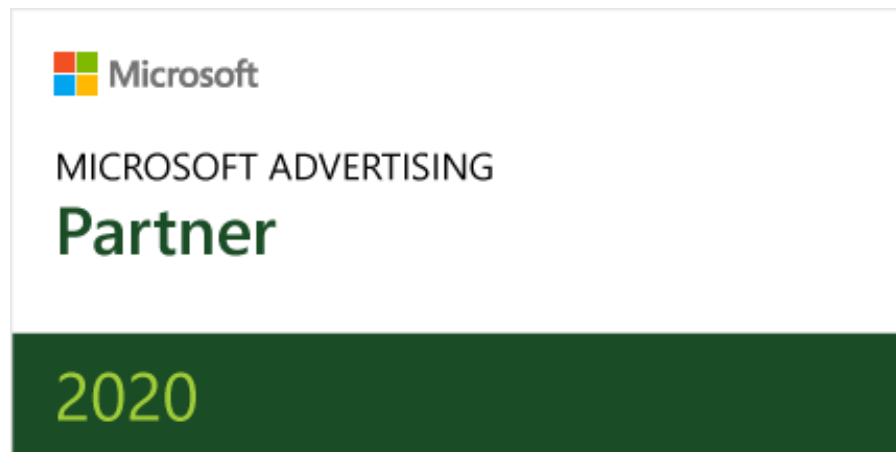


Communications

We believe that good communications are the foundations of success and we keep you informed accordingly.

Accreditations

Max-e-Biz holds a number of accreditations and is registered with a number of professional bodies



Formerly known as Bing, Microsoft is now increasing their presence in the Online Search Marketing arena with their Pay Per Click services. As a Partner we have direct access to Microsoft training and support to ensure we provide best practice solutions. This means you benefit from the latest thinking and tools.



We have been a Google Partner continuously since 2014. We are required to pass Google Ads exams regularly and ensure that we maintain client's Google Ads accounts according to Google recommended guidelines. We have direct access to Google Beta programmes, training and support to ensure we provide best practice solutions. This means you benefit from the best practice, latest tools yet independent advice.



We value the trust our clients place in us. As such we take data protection seriously. We are registered with the Information Commissioner's Office and do our best to protect your data. We will never sell your data to third parties, so you can trust us with your data.

What do our clients have to say?

Here are just a few examples of our 5-star reviews on Trustpilot

Ian

Clear and Concise Advice

“ I have found Max-e-Biz an extremely informative company to work with on an entirely new project for our business. The advice received is clear and concise. Everything is explained clearly from the outset and due consideration is given at every stage to our budget. The monthly reports prepared are superb.

Jo

Increased Quality Enquiries

“ Andrew has been a huge help in managing our Google account. He has minimised wasted enquiries and helped us to increase quality enquiries. If ever I need changes made or advice he responds very quickly. We are delighted with his work.

Louise

Valuable PPC Expertise

“ Andrew has been a valuable associate to our business over many years. He handles Bing Ads and Google Ads with expertise and I have no hesitation in recommending him to anyone!



[Read More Trustpilot Reviews](#)

Google AdWords Case Study

Client: Commercial Coffee Machine Sales & Support Services

Our client first came to us in 2017. They had been using Google Adwords since 2007 and had recently renewed their website. Unfortunately, the conversion tracking that measured enquiry forms and calls had broken, so whilst they were receiving enquiries, they couldn't track them.

The first action we took was to implement and validate conversion tracking to enable us to see what was working with the campaigns we inherited. Conversion rates were poor with high Cost Per Acquisition. Keywords were also too generic. Working with our client, we determined to create new campaigns that were more focused on their actual products and advised them to improve the advert landing pages on their website to aid conversions.

Key Points:

- Make sure your keywords, campaigns and adverts reflect what you are trying to achieve.
- Ensure that you have conversion tracking in place so that you can see and manage performance.
- Make sure that you are brave enough with cost per click bids to get your adverts seen.
- Improve your landing pages to improve conversion rates.

Results



250%
More Enquiries



13%
Reduction in AdWords Costs

[Read the Full Case Study](#)

Contact Us



Get in touch to find out how we can find you more customers!



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[Book a Meeting](#)

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