

MR-Beveiliging started in 2004 with the sale and installation of various professional security solutions. Now the company secures 90% of homes and businesses with a wireless alarm system. MR-Beveiliging is one of the largest online security stores in the Netherlands. We chose the SpecialCase as an UpWork high performer for some digital marketing and web development tasks: creating a website with great design, user-friendly interface and experience, SEO optimization, increasing of online sales, and improving a conversion rate.

The new website project contained the following pointsstages:

- analysis of customer journey
- design prototyping;
- web design
- page-proofs, launch of the new site
- installation of Google Analytics system
- SEO technical optimization
- work with Wordpress platform: page load speed, website security, server performance tuning
- integration with marketing nurturing tools and CRM.

All of these tasks were carried out by the experts of SpecialCase agency with the highest level of quality and expertise. As a result of our cooperation with SpecialCase, we were able to increase online sales, improve the performance of ecCommerce, and increase the conversion rate.

We can definitely recommend SpecialCase agency as a reliable performer in the field of web development and digital marketing.



Marcel Randshuizen
Director of MR-Beveiliging