Soft Surfaces Ltd Launch New Company Website

Friday 22 May, 2015

Soft Surfaces Ltd, the Cheshire based recreational surfacing contractor, has announced the launch of a new website to promote its products and services to potential new customers.

The company specialise in the design and installation of a range of outdoor surfaces for playgrounds, sports facilities and decorative areas. Soft Surfaces Ltd is a product-focused business, offering a range of services to go with each of the products they specialise in. This website upgrade means that the company have been able to create a more user friendly online experience for potential customers. As a construction company specialising in recreational outdoor surfacing, Soft Surfaces Ltd's new website is focused towards organisations such as schools, sports clubs and councils, as well as individuals.

Over the past two years, Soft Surfaces Ltd have expanded their marketing team with the addition of four apprentices who have undertaken various social media and digital roles. With the launch of this more functional and accessible new website, the company are able to promote themselves to a wider audience of potential clients who are interested in their services. This is done through regular blog posting, search engine optimisation, video production and social media presence. The website has also allowed Soft Surfaces Ltd to add details of their new products, such as resin bound gravel paving, and popular services like long jump runway installation.

Other new features to the company website include photo galleries of each product, video case studies and links to each of the social media accounts. This, along with the Soft Surfaces Blog, allows customers to keep up to date with latest news from the sports and play construction industry, as well as updates from the company themselves. Enhanced with mobile device compatibility and easy to navigate tabs, the website has been designed with user experience as the main priority. A quick and simple contact form allows the user to fill in the details of an enquiry they have so that the sales team can reply back with information on costs and designs.

Soft Surfaces Ltd have been established as a playground surfacing contractor in Wilmslow, Cheshire since 1997, with the addition of a sports division developing the company's industry presence over the last decade. As a contractor working predominantly with schools and clubs throughout the UK, Soft Surfaces Ltd offer a flexible range of products and services which can be altered to meet various budgets and design requirements. Visit the company's new website at http://www.softsurfaces.co.uk/ to find out more about their products, services and latest news updates.

Media:





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