

# Building Authority and Capturing Leads for CampCraft Conversions



Rhys Turton

CampCraft Conversions is a UK-based online retailer specialising in custom van-to-campervan conversion kits and modular interiors.

## The Challenge

CampCraft Conversions launched with a strong website but no SEO tools, content plan, or sustained strategy. With £10,000 for the year, the priority was to generate leads quickly before a busy installation schedule later in the year, while also laying foundations for long-term visibility in a market where competitors already had authority and steady content pipelines.

## Budget Breakdown

Category	Annual Cost (£)
Tools (SEO software, analytics)	3,000
Content production (20 posts)	5,000
Freelancers (Tech SEO support)	1,500
Training & contingency	500

## Forecast/Justification

Projected output: 20 blog posts generating an estimated 50,000 organic visits annually.  
Lead value estimated at £1 per visit = £50,000.  
ROI: 5:1.

## Alternatives Considered

Reducing content production to £3,000 would likely decrease output to 12 posts, with traffic reduced by ~40%. ROI would drop to ~3:1.

## The Takeaway

Even modest SEO investments can deliver significant ROI when focused on high-value content.

“Working with Rhys at Numagoo was the first time anyone had ever sat us down and shown us a proper budget for SEO.

He not only explained where the money would go but also connected it directly to the value of leads we could expect to bring in.

With only £10,000 to spend, Rhys made sure every pound was justified and in the right place.

That level of clarity and confidence was a game-changer, and it set us on the right path.”

John Valis  
Owner  
CampCraft Conversions

