Leading waste shredder provider UNTHA UK is dispelling any concerns that demand for recycling and waste management technologies is stagnant in the UK. Statistics from the first 12 months of the company's online activity have been analysed, and the level of traffic is not only strong, it is continuing to grow.

The UNTHA UK website was launched on 31 August 2012, in anticipation for last year's RWM event. In less than a week, the team dominated Google's natural listings for key search terms, and that search engine governance has increased as the year has unfolded. Active in the world of social media, UNTHA UK's Twitter and Linked In accounts have also delivered an increasing amount of referral traffic to the website.

Managing director Chris Oldfield comments: "Our strategy from day one was to establish an informative site that is easy to use and search engine friendly. We now have a well-established library of news, case studies, videos, white papers and information on products and services, all designed to provide our audience with the resources that they need."

With almost 12,000 visits since the website's journey began, UNTHA UK has attracted interest from professionals in 138 countries. Almost 40% of these are returning visitors, which shows that not only are new prospects utilising the site, there is a large proportion of engaged traffic too.

Chris continues: "We have remained committed to our thought leadership responsibilities, allowing us to add more rich authoritative content as the months have passed. We want to innovate, educate and talk to our clients and peers – after all, our motto is 'we will give you more.' Our growing online portfolio provides a perfect way for us to do this."

From a standing start with no internet presence, UNTHA UK now has 173 pages listed with Google, and the website appears in over 42,700 mentions with this search engine alone.

The launch of UNTHA Finance in spring 2013 has undoubtedly played a crucial role in expanding the company's online profile, states Chris. "It has been a matter of determining what technologies and support the industry needs, then developing solutions accordingly," he said. "By adopting this approach we have ensured that we have sustained demand for our products and services, even during the most difficult of economic times."

The challenge is of course converting these online opportunities into sales. However Chris concludes: “Our shredding experts have been hand-picked specifically because they are specialists in the fields of confidential waste destruction, alternative fuel production, anaerobic digestion and so on. When they enter into discussions with prospective clients, it is often their knowledge, as well as the reputability of our machinery, that seals the deal.”

Keen to maintain this level of online progress, UNTHA UK is already planning a number of digital developments for the coming 12 months. Watch this space at www.untha.co.uk