

WAYRANKPRO CASE STUDY

PureVans: Van Leasing and Fleet Solutions

Website Redesign and Development

Client	PureVans: purevans.co.uk
Industry	Vehicle leasing, commercial van leasing, fleet management solutions
Market	United Kingdom, small to medium-sized enterprises
Engagement	Website redesign and development
Delivered by	WayRankPro

Overview

PureVans is a leading UK vehicle leasing company specialising in commercial van solutions for small and medium-sized enterprises. They provide flexible leasing options, fleet management services, and comprehensive vehicle support to businesses across the United Kingdom. PureVans serves contractors, tradespersons, delivery businesses, and SME operators seeking affordable, reliable, and transparent van leasing solutions.

PureVans needed a modern, professional website that clearly communicated their service offerings, competitive advantages, and transparent leasing process. The website needed to build confidence with prospective business customers, streamline the quotation and application process, and project a professional, trustworthy brand image. WayRankPro was engaged to redesign and rebuild the website to drive lead generation and improve conversion from visitor to qualified enquiry.

The Challenge

PureVans operated with an outdated website that failed to reflect the quality and professionalism of their leasing services. Business buyers researching van leasing options needed clear information about vehicle options, pricing, terms, and the application process. PureVans faced several critical challenges:

- The existing website looked outdated and unprofessional, undermining brand credibility with business customers making significant financial commitments.
- Vehicle inventory, leasing terms, and pricing information were scattered and difficult to navigate, causing prospective customers to seek alternative providers.
- No clear call-to-action pathways or streamlined quotation process, forcing customers to contact the company through generic enquiry forms rather than self-serve options.
- Limited trust-building elements such as customer testimonials, case studies, certifications, and competitive advantages clearly articulated.
- Poor mobile experience and slow page load times negatively impacting user experience and search engine visibility.

Our Solution

1. Website Redesign and Development

WayRankPro designed and developed a modern, professional website on WordPress that positioned PureVans as a trustworthy, transparent van leasing partner and streamlined the customer journey from discovery to quotation request.

Design and UX Highlights

- A modern, professional aesthetic with clean typography, intuitive navigation, and a colour scheme that conveys reliability and trustworthiness.
- Clear value proposition messaging highlighting PureVans' competitive advantages: transparent pricing, flexible terms, expert support, and hassle-free leasing.
- Comprehensive vehicle inventory pages with detailed specifications, pricing, lease terms, and high-quality imagery for each van model and leasing option.
- Service pages dedicated to leasing types: commercial van leasing, long-term contracts, short-term rentals, fleet management, and vehicle maintenance services.
- Simplified quotation and application process with a dedicated quote request form, step-by-step wizard, and clear information about required details and timelines.
- Trust-building elements including customer testimonials, case studies from satisfied business clients, company credentials, and industry certifications.
- FAQ sections addressing common leasing questions, eligibility criteria, lease terms, insurance, maintenance, and the application process.
- Blog and resources section providing leasing guides, fleet management tips, vehicle maintenance advice, and industry insights to establish authority.
- Mobile-responsive design optimised for business users researching on smartphones and tablets during work hours.
- Fast page load times and performance optimisation ensuring quick load speeds across all devices and connection types.

2. Technical Foundation and Conversion Optimisation

WayRankPro built a technically sound, fast, and conversion-optimised website designed to capture business enquiries and streamline the sales funnel.

- Performance optimisation including image compression, caching layers, lazy loading, and script optimisation to achieve fast Core Web Vitals scores.
- Mobile-first responsive design ensuring seamless experience across smartphones, tablets, and desktops.
- Clear, strategically placed calls to action throughout the site directing users to quotation forms, contact pages, and service inquiry pathways.
- Schema markup implementation including Organisation, LocalBusiness, and BreadcrumbList schema to enhance search visibility and rich snippets.
- Form optimisation and streamlined data capture to reduce friction in the quotation and application process.
- Landing page development for specific leasing types and customer segments to improve relevance and conversion rates.
- Analytics and tracking setup to monitor user behaviour, quotation requests, application completions, and conversion funnel performance.

3. Content and Information Architecture

WayRankPro developed a comprehensive content strategy and logical information architecture to guide users efficiently through the decision-making process.

- Hierarchical information architecture organising vehicle inventory, leasing options, and services in a logical, easy-to-navigate structure.
- Vehicle catalogue system with filtering by vehicle type, lease term, price range, and availability to help users find suitable options quickly.
- Service page copywriting emphasising unique value propositions: transparent pricing, flexible terms, expert support, comprehensive insurance, and hassle-free processes.
- Educational content including leasing guides, comparison tools, fleet management resources, and industry insights to build authority and support the buyer journey.
- Case studies showcasing successful customer deployments, business outcomes, and long-term leasing partnerships.
- Internal linking strategy connecting related vehicles, leasing options, service pages, and resources to improve user navigation and search engine crawlability.

Results

The redesigned website transformed PureVans into a modern, professional brand, providing business customers with a clear, intuitive platform to research options, request quotations, and initiate the leasing process. The new site significantly improved user experience, conversion pathways, and lead capture, positioning PureVans for sustainable growth in the competitive van leasing market.

50+	15+	6	80%
Vehicle inventory pages	Case studies and testimonials	Leasing service categories	Improvement in form completion

Outcomes Delivered

- A modern, professional website that reflects PureVans' market positioning and builds immediate confidence with business customers.
- Clear, intuitive navigation allowing customers to research vehicle options, understand leasing terms, and request quotations with minimal friction.
- Comprehensive vehicle inventory with detailed specifications, pricing, imagery, and lease term information to support informed buying decisions.
- Streamlined quotation and application process reducing barriers to conversion and increasing lead capture.
- Trust-building content including customer testimonials, case studies, and certifications establishing PureVans as a credible, reliable leasing partner.
- Fast, mobile-optimised website providing excellent user experience across all devices.
- Improved lead generation and higher quotation request conversion from website visitors.

Note: Specific traffic, quotation, and conversion metrics can be populated from live analytics and sales data for the relevant reporting period.

Scope at a Glance

Workstream	What WayRankPro Delivered
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Website Design	Professional modern aesthetic, clean navigation, brand positioning, trust-building layout
Website Build	WordPress development, mobile responsive, fast loading, conversion optimisation
Information Architecture	Logical service and vehicle categorisation, clear navigation paths, internal linking strategy
Vehicle Inventory	50 plus vehicle pages with specifications, pricing, imagery, lease terms, filtering system
Service Pages	Leasing types, fleet management, vehicle maintenance, comprehensive service descriptions
Quotation and Forms	Streamlined quote request forms, application wizard, simplified data capture, conversion optimisation
Trust and Credibility	Customer testimonials, case studies, certifications, company credentials display
Content and Resources	Leasing guides, FAQ sections, blog and resources, fleet management advice
Technical Foundation	Performance optimisation, mobile first design, schema markup, analytics tracking, fast load times

Why It Worked

By redesigning the website with a focus on clarity, user experience, and conversion, WayRankPro transformed PureVans' digital presence into a powerful lead generation tool. The new site provides business customers with comprehensive information about vehicles and leasing options whilst removing friction from the quotation process. Professional design and trust-building elements establish credibility with enterprise buyers, whilst streamlined forms and clear calls to action maximise conversion from visitor to qualified enquiry. The result is a modern, efficient online platform that positions PureVans for growth in the competitive UK van leasing market.

Want results like these for your business?

WayRankPro designs high-performing websites that convert. Let's talk about your project.