

GroNews

The Latest In Digital Marketing

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Edition April 2025

INSIGHTS, RESULTS, & SMART GROWTH TACTICS FOR AMBITIOUS BUSINESSES

WELCOME TO YOUR APRIL GROWTH UPDATE FROM GROFUSE

This month, we showcase how smart digital moves turn into measurable success! You'll read how CRS NI turned underperforming PPC campaigns into a modern website that drives leads. We're also dragging click fraud into the spotlight, as it's been mugging ad budgets long enough. With Google's March Core Update

disrupting search rankings, we're breaking down what's changed and the actions you should take to stay on top of the page. Finally, we're giving you a sneak peek at a tool that simplifies leave management for hundreds of businesses across the UK and Ireland.

Scroll down to explore what's working and how to apply it to your business.

CLIENT IN FOCUS:

FROM PPC TO WEBSITE REDESIGN – GROFUSE'S WORK WITH **CRS NI**



CRS NI, established in 2009, is a leading designer and manufacturer of complete recycling equipment and waste management solutions. With a global presence across C&D, C&I, MDR and WEEE industries, CRS NI is known for engineering excellence and robust, high-quality systems. But while their products led the industry, their website and marketing strategy didn't reflect that level of innovation.



CLIENT GOALS

CRS NI initially approached Grofuse to manage their Google Ads campaigns to attract more qualified leads. However, it quickly became clear that their outdated website, poor SEO, lack of campaign landing pages, and limited flexibility hurt performance. Our solution: a full digital transformation to match their real-world expertise.



CRS NI LTD

Search... ≡

Mobile Waste Systems

Our custom-made mobile waste processing stations offer optimal flexibility, reliability and mobility

Talk to your local CRS NI Ltd representative about your mobile waste management requirements.

[REQUEST QUOTE](#)

Complete Recycling Systems:

Delivering superior waste management equipment

We design and manufacture complete recycling equipment and waste management solutions to suit all sizes of waste recycling plants.

[REQUEST QUOTE](#) >

MOBILE SYSTEMS

STATIC SYSTEMS

APPLICATIONS

Waste Management Equipment

Static and mobile waste recycling systems that cut downtime and empower productivity

Our machines are constructed with the capability of delivering solutions for a range of different waste types, ensuring complete extraction and separation of aggregates, delivering complete recyclable and reusable materials.

We are located in Co. Tyrone, Northern Ireland, right in the heart of the renowned, world class engineering and innovation hub that our region is recognised for on a global scale.



Mobile Waste Systems

Our custom-made mobile waste processing stations offer optimal flexibility, reliability and mobility

Talk to your local CRS NI Ltd representative about your mobile waste management requirements.

[REQUEST QUOTE](#)

Our mobile waste recycling systems make sorting and recycling your waste simpler and more cost-efficient!

Need to sort through, separate and grade mixed aggregates, fines, commercial and industrial waste, office waste, bio-waste or dry recyclable waste?

Our range of mobile machinery can be adapted to any waste management application. Fully operational in a short period of time - and with an exciting array of features and optional extras, they require no planning permission. What could be simpler or more cost-effective?

[CONTACT US](#)



Mobile Tracked Screen: CRS-038

The Mobile Tracked Screen can perform the processing and separation tasks that previously would have required two separate machines. The CRS-038 Mobile results in substantial savings for the customer in terms of capital outlay, running and service costs. It also requires a minimal footprint for operation making it suitable for the typical confined sites in towns and cities.

Features and benefits include:

- High screening efficiency
- 4 splits plus metals
- Fully adjustable belt and screen speeds coupled
- Combination of scalping screen & flip flow
- Top screen deck can be a 3D screening type, finger bar type or conventional punch plate depending on screening material
- Air separation unit separates the light and heavy fractions
- Easily manoeuvred from site to site with quick set up time
- Eliminate screen blinding, plugging and blockages
- Ability to handle a diverse range of materials
- Minimal footprint suitable for confined sites

[LEARN MORE](#)



Mobile Picking Station CRS - 021

The machine's typical use is in building and construction sites to retrieve valuable products, reducing what goes to the skip. It is ideally placed to perform in towns and cities, with the ease at which it can be manoeuvred, along with quick set-up time of approximately 8 minutes. On site set up is quick and safe using our wireless remote control allowing the operator to keep a safe distance during the set up procedure.

Features and benefits include:

- High throughput
- Belt width from 48" (1200mm)
- Quick set up time
- Can be fed by any Screen or Trommel
- Heavy duty feed hopper with impact bars
- Enclosed air conditioned, weather proof picking area complete with lighting, heating and electric
- Ergonomically designed drop boxes for ease of use
- Easily manoeuvred from site to site
- Double sided walkways for ease of access
- Variable speed control for picking belt

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CLIENT IN FOCUS:

CRS NI CONTINUED...

WHAT WE DID

Bespoke Website Development

We built a custom, scalable WordPress website that empowers CRS NI to manage content, upload brochures, publish case studies, and expand internationally without redesign.

SEO & Performance Optimisation

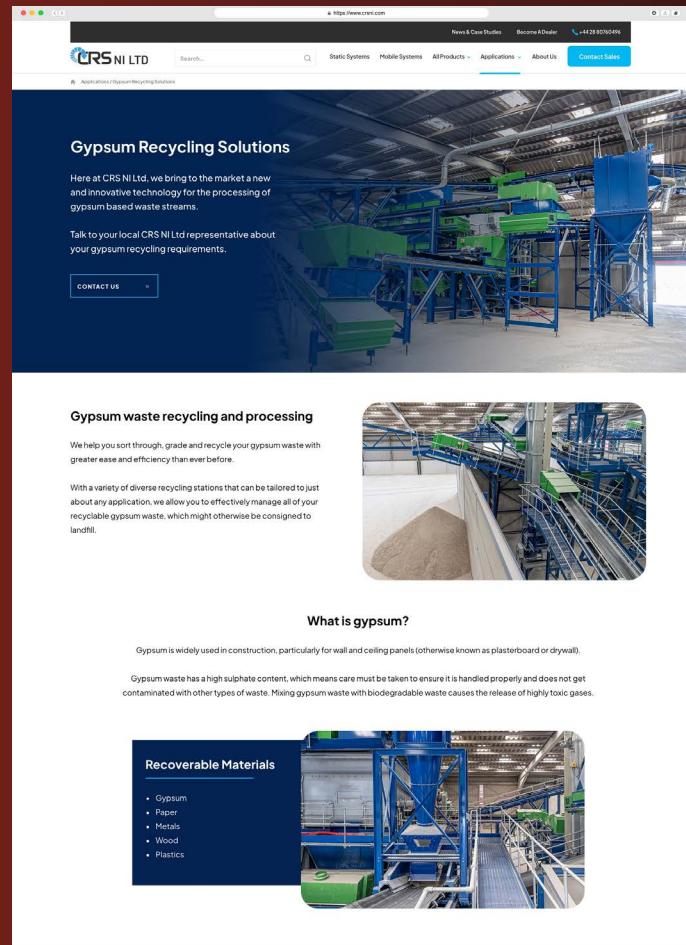
We addressed site speed, technical SEO issues, on-page structure, and metadata. Keyword research and competitor analysis drove content optimisation to improve visibility across search engines.

Google Ads Management

Targeted ads focused on core sectors like C&D and MDR. We introduced conversion tracking, smart budgeting, and custom audiences to boost ROI.

Content Marketing

To build brand authority, we developed a library of case studies, spec sheets, blog posts, and regular LinkedIn content that reinforced CRS NI's leadership in the recycling equipment market.



Gypsum Recycling Solutions

Here at CRS NI Ltd, we bring to the market a new and innovative technology for the processing of gypsum based waste streams.

Talk to your local CRS NI Ltd representative about your gypsum recycling requirements.

[CONTACT US](#)

Gypsum waste recycling and processing

We help you sort through, grade and recycle your gypsum waste with greater ease and efficiency than ever before.

With a variety of diverse recycling stations that can be tailored to just about any application, we allow you to effectively manage all of your recyclable gypsum waste, which might otherwise be consigned to landfill.

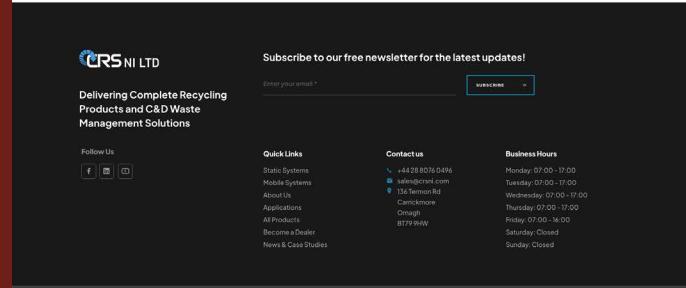
What is gypsum?

Gypsum is widely used in construction, particularly for wall and ceiling panels (otherwise known as plasterboard or drywall).

Gypsum waste has a high sulphate content, which means care must be taken to ensure it is handled properly and does not get contaminated with other types of waste. Mixing gypsum waste with biodegradable waste causes the release of highly toxic gases.

Recoverable Materials

- Gypsum
- Paper
- Metals
- Wood
- Plastics



RESULTS

The results speak for themselves. SEO rankings rose. Leads increased. Campaigns became more efficient. And most importantly, CRS NI now has a powerful online presence aligned with their brand.

"Great team who have experts in every field! Grofuse covered all aspects of marketing for us, including a new website, and we are very pleased with the results."

Padraic, CRS NI

[See the full case study](#)



CLICK FRAUD IS DRAINING GOOGLE ADS BUDGETS

CLICK FRAUD IS SILENTLY DRAINING MILLIONS FROM LEAD-GEN BUSINESSES EVERY YEAR. IN 2023 ALONE, IT COST ADVERTISERS OVER \$88 BILLION GLOBALLY. LEAD-GEN WEBSITES ARE FREQUENT TARGETS, ESPECIALLY IN HIGH CPC INDUSTRIES LIKE LEGAL AND FINANCE.

WHAT IS CLICK FRAUD?

It's when bots, competitors, or click farms generate false ad clicks to:

- Waste your budget
- Skew your analytics
- Drive down conversions

Each fake click eats into your ROI without delivering any real lead.

DETECTING THE DAMAGE

Watch for red flags in your Google Ads reports:

- Sudden traffic spikes with no conversions
- Repeated clicks from the same IP or time zones
- High bounce rates from PPC landing pages

Google filters some of this, but not all. Fraudsters are evolving. That's where dedicated protection tools step in.

PREVENTION TACTICS THAT WORK

Here's how to stop the drain:

- Use IP blocking and geo-targeting
- Enable frequency caps and conversion tracking
- Add CAPTCHAs and honeypots to forms
- Install AI-powered click fraud software like ClickCease, TrafficGuard, or PPC Protect (Lunio)

These tools block invalid clicks in real-time and recover ad budget wasted on fraud.

WHY LEAD GEN WEBSITES ARE AT RISK

- Every click matters; fraud means lost leads
- High-cost-per-click industries suffer the most
- SMEs often lack the tools to detect or stop fraud

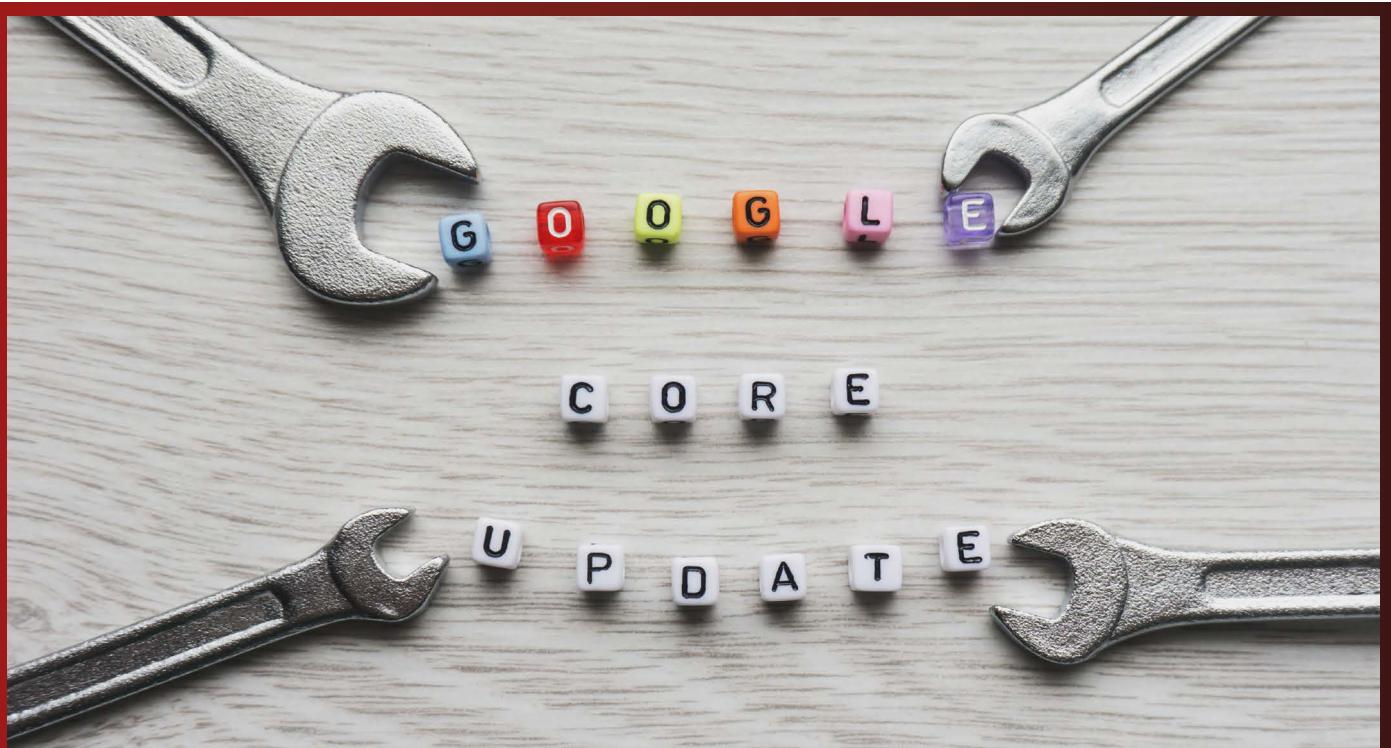


WHY IT MATTERS

If you're paying £10–£50 per click, a competitor clicking 10 times a day could cost you £500–£1,500 a month just to sabotage your campaigns.

[Read our full breakdown of click fraud prevention](#)





GOOGLE CORE UPDATE – MARCH 2025: WHAT YOU NEED TO KNOW

UPDATED 14TH APRIL 2025: ONGOING VOLATILITY REPORTED INTO EARLY APRIL SUGGESTS THAT GOOGLE'S ALGORITHM IS STILL ADJUSTING BEYOND THE OFFICIAL UPDATE WINDOW.

Rolled out from March 13–27, the latest Google Core Update delivered a significant shake-up, especially for sites relying on AI content, forums, or templated pages. It builds on the Helpful Content System, now integrated into core ranking, and shifts more weight toward human-first content.

KEY CHANGES:

- **Thin and AI-generated content dropped** in rankings
- **Forum and community sites lost visibility**, with Google prioritising authoritative sources
- **Retail, finance, health, and eCommerce sites saw volatility**; some gained, others lost
- **Helpful, experience-led content is being rewarded** more than ever

WHAT TO DO:

- **Audit your content** for quality, originality, and value
- **Focus on EEAT**, especially if you operate in the YMYL sector
- **Track performance** in the Search Console and adjust where visibility has dipped

This update confirms it's no longer about gaming the algorithm; Google wants real expertise, structured content, and user trust.

At Grofuse, we help businesses stay visible with content strategies **built for people & search engines**.

Not sure where your rankings stand? [Let's take a look together.](#)



HR LEAVE HUB:

SIMPLIFY STAFF LEAVE MANAGEMENT THE SMART WAY

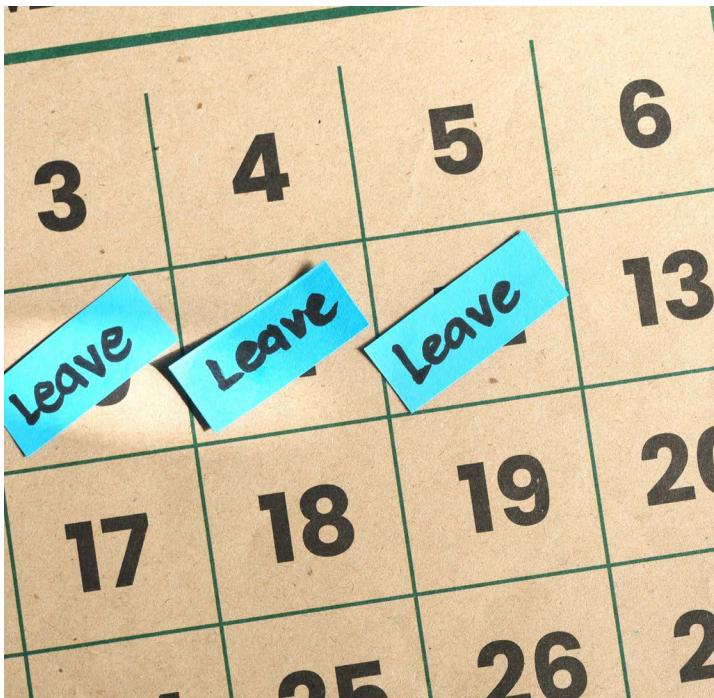
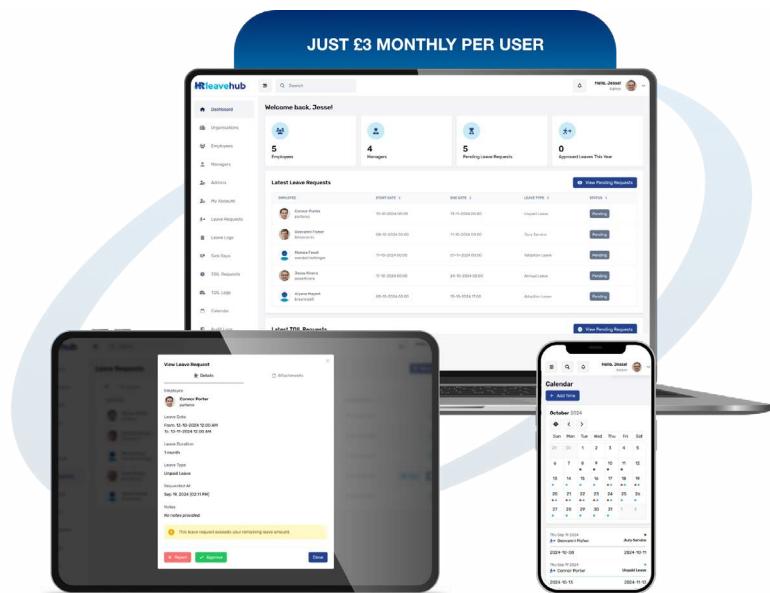


HR Leave Hub is a leave management software built to eliminate the headache of managing leave manually. Join hundreds of UK & Irish business users using HR Leave Hub to manage holiday leave the smart way.

WHY IT MATTERS FOR EMPLOYERS

Manual tracking leads to:

- **Calculation errors**
- **Compliance issues across different jurisdictions**
- **Confusion over balances, especially with part-time roles**



HOW HR LEAVE HUB HELPS

- **Automates leave entitlements** based on employee contracts
- **Applies local rules for** Ireland, Northern Ireland, and the UK
- **Handles carry-over, part-time, and shift patterns** with precision
- **Offers real-time balance tracking** for employees and managers

The system simplifies audits, reduces back-and-forth emails, and gives you complete visibility over who's off and when.

- **Easy to Use**
- **Just £3 per user**
- **Fully HR Compliant**

[Try HR Leave Hub free today](#)





NEED EXPERT HELP TO SCALE?

Whether you're struggling with click fraud, need a website that works harder, or want to automate HR admin, Grofuse builds smart solutions that drive real results.

Get in touch for a strategy that works.

Contact Grofuse for a free consultation today:

NI/GB +44 2871 228820 or ROI +353 1 247 5294.

Alternatively, email: hello@grofuse.com

www.grofuse.com

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