GroNews

The Latest In Digital Marketing

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**
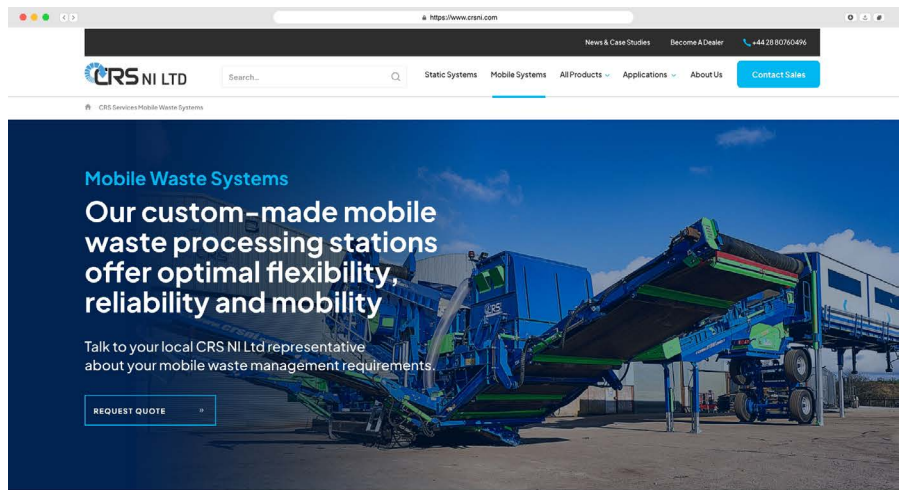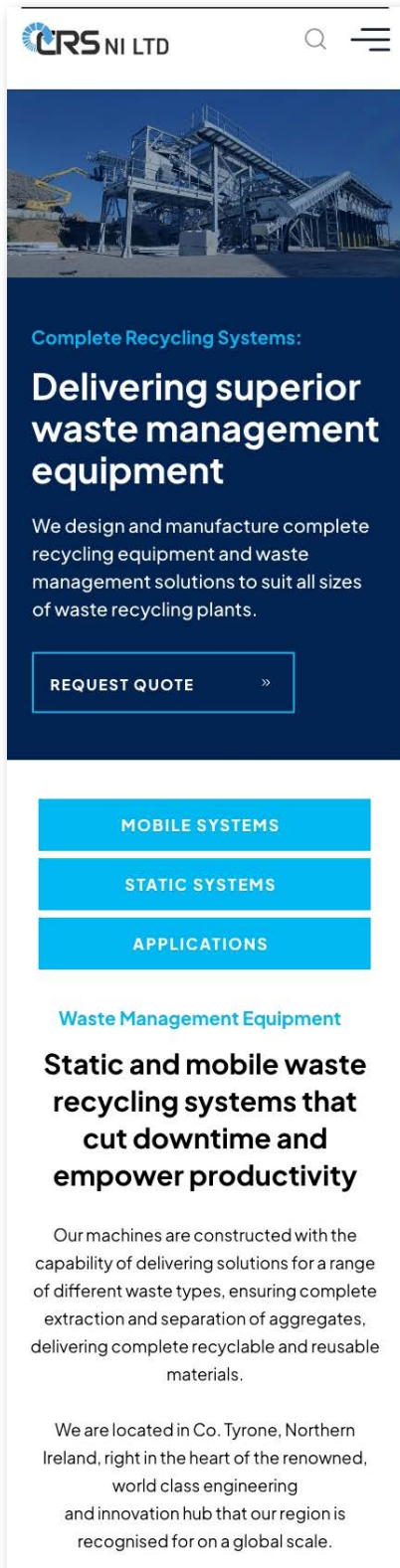
CRS NI, established in 2009, is a leading designer and manufacturer of complete recycling equipment and waste management solutions. With a global presence across C&D, C&I, MDR and WEEE industries, CRS NI is known for engineering excellence and robust, high-quality systems. But while their products led 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 However, it quickly became clear that their outdated website, poor SEO, lack of campaign landing pages, and limited flexibility hurt performance.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.
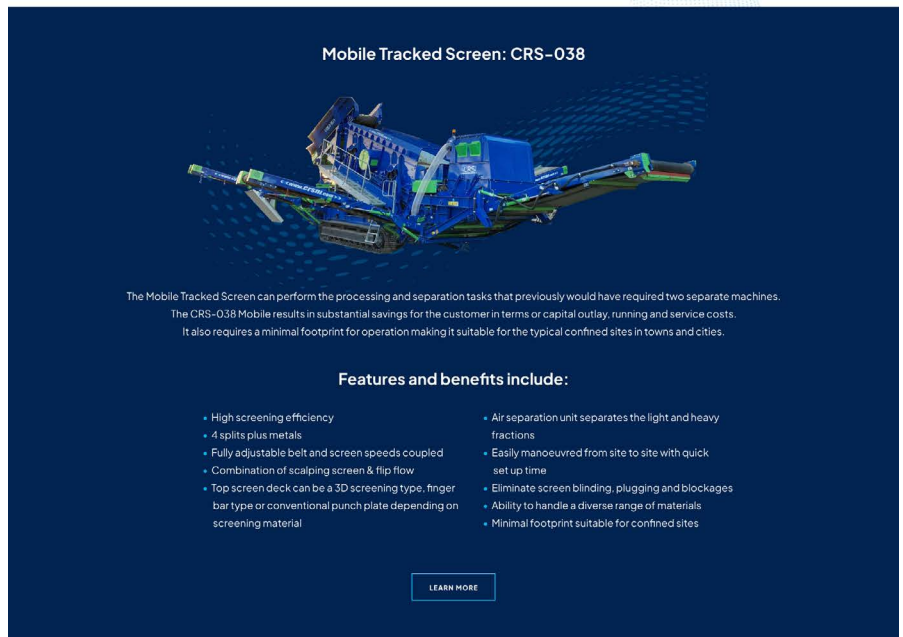
CLIENT IN FOCUS:

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.
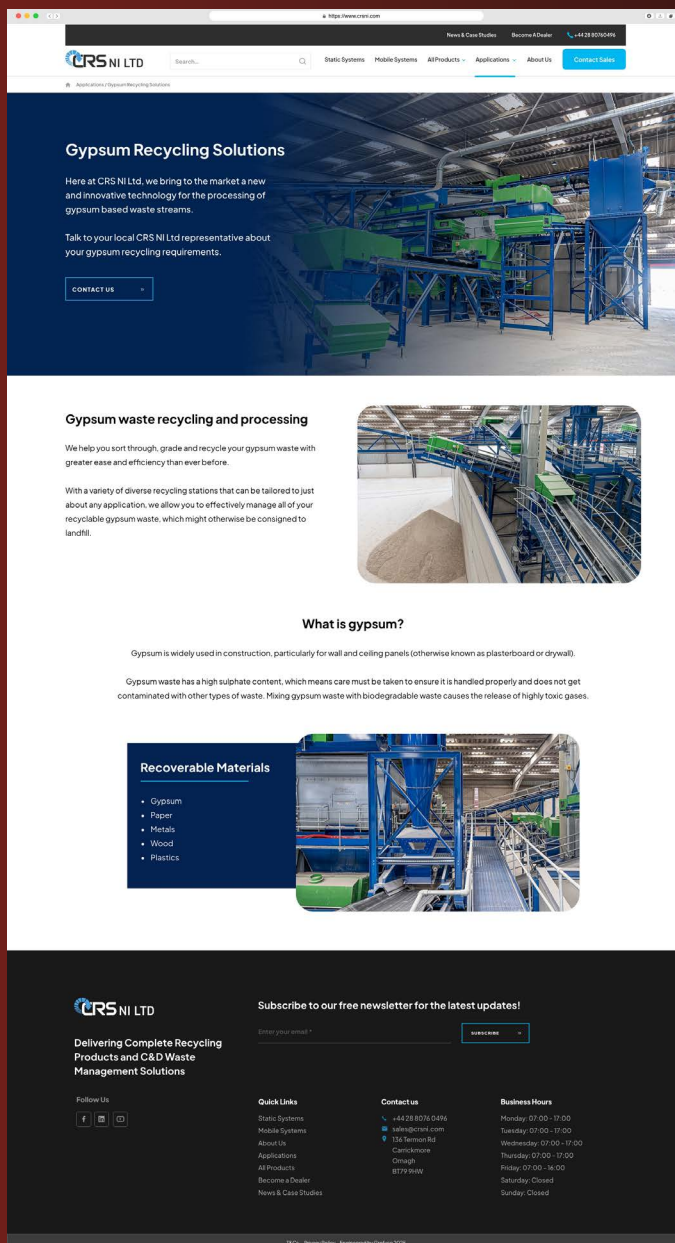
RESULTS

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.

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

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 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.**
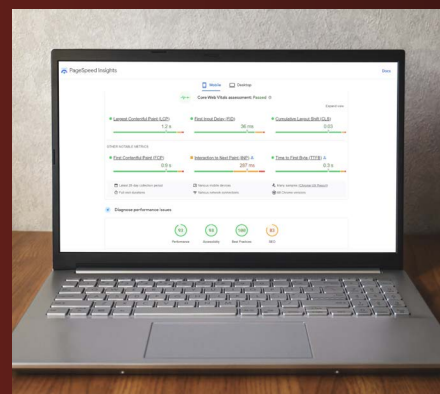
HR LEAVE HUB:
## SIMPLIFY STAFF LEAVE MANAGEMENT THE SMART WAY

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**

JUST £3 MONTHLY PER USER
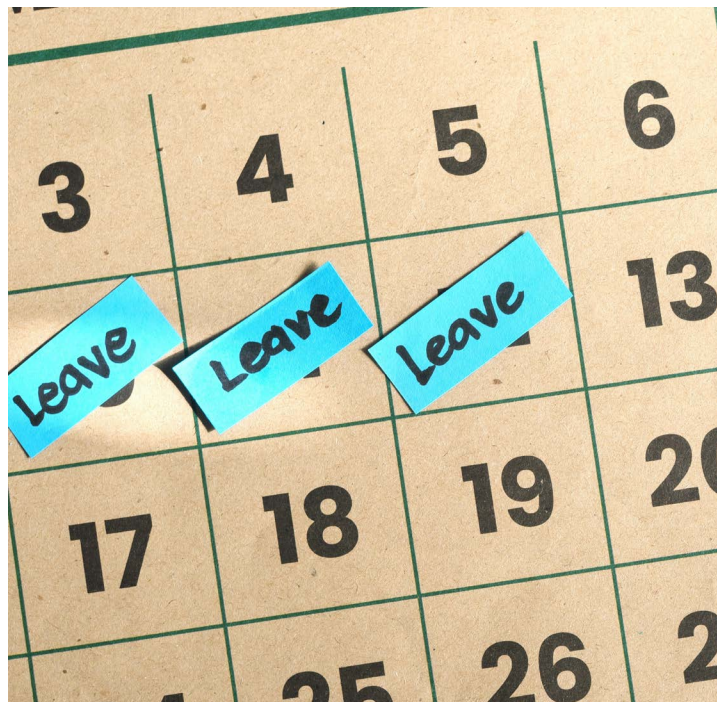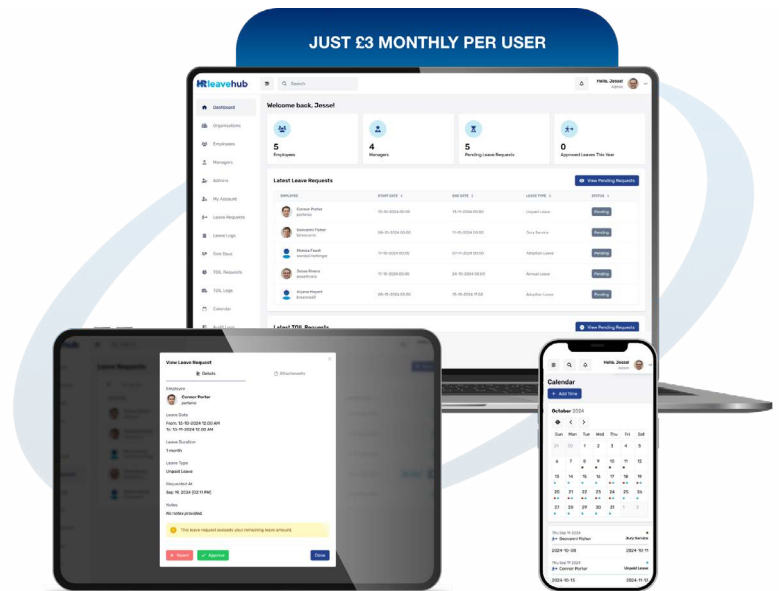
HOW HR LEAVE HUB HELPS

- **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:
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Alternatively, email: hello@grofuse.com

www.grofuse.com