

Motortrades restructure paves the way for growth.

Submitted by: [Motortrades.co.uk](http://www.motortrades.co.uk)

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UK based online directory [Motortrades.co.uk](http://www.motortrades.co.uk) (<http://www.motortrades.co.uk>) has announced a restructure of its business in readiness for its next phase of the company's development.

December has seen the launch of their new directory platform which the company believes takes [Motortrades.co.uk](http://www.motortrades.co.uk) to a new level and broadens opportunities for the product, and for the group. To facilitate the growth of the business [Motortrades.co.uk](http://www.motortrades.co.uk) now operates under the company [Motortrades Insight Limited](http://www.motortradesinsight.co.uk) with a new board of directors and effectively under new ownership. It aligns the directory with its sister website also called [Motortrades Insight](http://www.motortradesinsight.co.uk) (<http://www.motortradesinsight.co.uk>) which is an "Ezine" (online magazine) broadly targeting the UK motoring sector.

Commenting about the restructure Operations Director Fred Rudgley said:

"After nearly seven years since its inception [Motortrades.co.uk](http://www.motortrades.co.uk) had gone about as far as it could go under its existing ownership, although they had done an amazing job. With over 1.6m users creating 42m hits it has clearly been very successful but we believe the directory is capable of a lot more. The new site went live in mid December and already we are seeing a significant growth in traffic. We have created a platform which is a game changer in online directory terms. The new site looks great, it's very easy to operate and it offers the motorist a far superior user experience. Search facilities are slick and intuitive and the site provides users with a level of information way beyond the industry norm."

Advertisers benefit too, their listing is like a mini-website allowing potential customers a greater insight into what each business has to offer. It means that enquiries become more specific and thus are more likely to be converted into business. The new platform maximises the opportunity for customer interaction by including full contact details, five web links, company logo, up to 500 words to describe each business, bullet points, a photo gallery, interactive map, social media links, opening times and customer testimonials. The company believes the level of information is unsurpassed in the industry.

By creating a strategic partnership between [Motortrades.co.uk](http://www.motortrades.co.uk) (<http://www.motortrades.co.uk>) and [Motortrades Insight](http://www.motortradesinsight.co.uk) (<http://www.motortradesinsight.co.uk>) the new company increases its footprint in the sector.

Rudgley continues:

"The UK motoring industry is vast. [Motortrades.co.uk](http://www.motortrades.co.uk) ranks highly on the major search engines for the majority of motoring related search terms. Our regional focus means we provide a platform for any business irrespective of size to increase its exposure to new customers. For our site users we provide a fast, accurate and ultimately satisfying experience.

With a link to [Motortrades Insight](http://www.motortradesinsight.co.uk) now available on every one of our 250,000 pages we now also provide our users and trade customers with up-to-the-minute news, reviews and interviews. It's a unique and comprehensive package for the UK motoring industry."

ENDS

Notes to Editors:

Motortrades.co.uk (<http://www.motortrades.co.uk>) is an internet directory service helping consumers find businesses or services connected to motoring in their local area.

The site was launched in 2007 to help independent motoring businesses connect with and compete for new customers. During August 2012, there were nearly 92,000 unique visitors to the site and over 3.5 million total hits. The site is currently one of the fastest growing online motoring directories in the UK.

Businesses pay for a listing which includes company name, full contact information and three hyperlinks to the company's website. An entry also includes a colour logo, 150 words of text to explain the business activity, bulleted links to social media and a photo gallery. The newly designed site also can also include opening times and customer testimonials.

Motortrades Insight (<http://www.motortradesinsight.co.uk>) was launched in December 2012 initially as a stand-alone motoring Ezine. By realigning MTI with a strategic partner it achieves greater access to the motoring sector, both consumer and trade via Motortrades.co.uk huge audience.

Motortrades.co.uk and Motortrades Insight are owned and operated by Motortrades Insight Limited, based in Brentwood, Essex.

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