



Case Study:



Brief: Establish a completely new web based company online
in a competitive niche market.

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Gluten Free Ireland was designed to be the ultimate search engine for Coeliacs looking for venues in Ireland that served gluten free food.

With that goal in mind we developed the website with a very clean, minimalist look and simple navigation with every page designed to provide venue information with as few clicks as possible.

Gluten Free Ireland is the largest database of Coeliac Friendly venues in Ireland, North and South:

Choose Locations: Choose Venue Types: Catering:

Find a GF Venue (For advanced searches [click here](#))

Travelling to Ireland? [Find your GF point of entry.](#)

Venue Owners: [Reach thousands of NEW customers.](#)

Facebook Users: [Search within Facebook & add our Free app to Your Facebook page.](#)

Website Owners & Bloggers: [Give your readers our search program for free, no registration required.](#)

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Please Remember, while the many venues listed have told us they cater for coeliacs we encourage you, when ordering, to tell the staff that you are Coeliac in case of changes to Menu, Staff, Chef etc. and, as everyone has their own unique level of tolerance to Gluten, the final decision on eating or not eating is yours alone!

Advertise Coeliacs in Ireland Suggest a Venue Contact Us Terms Links Site Map

30 days of ads from just €61 (£50)

In the background a custom Content Management System tracked venues, search options, subscribers, venue owner paid subscriptions and statistics.

Adverts managed through Google DoubleClick allowed advertisers to purchase positioned adverts throughout the site with minimal effort.

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With the website established we continued the theme through the Facebook, Twitter and Foursquare accounts. With a highly competitive market for search options it was important to establish Gluten Free Ireland (GFI) as a market leader very quickly. We researched the

competition in both Ireland and worldwide that offered similar venue search options and found the best nearest competitor offered around 200 venues in their database.

With GFI offering over 600 options we undertook a campaign of targeting bloggers, food writers, newspapers and PR outlets with press releases combining the 'local angle' of a new business and the global numbers of people affected by the medical condition.

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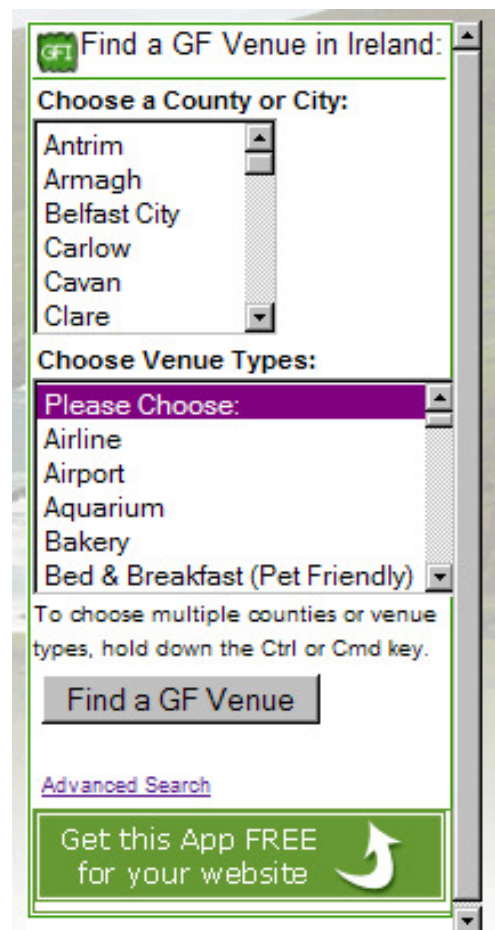
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Numbers on Facebook and Twitter quickly grew and the site was soon established. Key competition remained with national charities offering a list of venues available by e-mail but while their database posed almost no competition in terms of content their established branding and customer base kept GFI out of the mainstream websites with bloggers preferring to link to the 'official' charity lists.

To overcome this we developed a website app using iFrames that allowed website owners to copy and paste a search box into their websites, blogs and Facebook pages. This app allowed the host site's users to search our database and receive results without leaving the page. This encouraged website owners to take up the app and give us prime logo and search functionality on key websites and blogs. A link was also built into the app connected to DoubleClick so once the number of sites offering the GFI app has reached a sufficient number of sites we will be able to offer advertisers new opportunities on websites beyond glutenfreeireland.com



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Finally, we built a mobile version of the website that directed people to the key search functions as well as Facebook and Twitter.

See Gluten Free Ireland at www.glutenfreeireland.com
Their Facebook page is www.facebook.com/glutenfreeireland
You can follow them on Twitter @gfireland