

Performance Case Studies

19 CONSECUTIVE MONTHS OF ORGANIC GROWTH.

Client Summary



www.cafechairssydney.com.au

Strategy

- Search Engine Optimization
- Search Saturation

Results

- 19 consecutive months of organic traffic growth
- Equivalent of \$4000 per month in traffic

Strategy Overview

With 5 active websites/brands in the industry this project has been a vital part of our larger search saturation strategy where we dominate the front page of google with multiple websites in a specific geographical area.

For this brand we focused specifically on the Sydney market as the site launch coincided with the launch of a Sydney showroom. With the launch of any new brand its important to hit the ground running and achieve results quickly which was definitely achieved on this project.

We implemented a 3 stage Strategy to increase the traffic for this site. Each step directly relates to increasing the sites relevance with Google.

- Step 1 Brand Relevance
- Step 2 Industry Relevance
- Step 3 Geographical Relevance

Growth Planning

The goal now is to continue growth across new product specific keyword opportunities and add another 1000 organic monthly users to the site.

Results Analysis

Traffic levels grew in 20 out of the first 21 months of operation. this growth is projected to continue as we take advantage of more opportunities. Between the quick growth of organic traffic and a highly targeted AdWords campaign we helped this company achieve profitability of the new showroom quite quickly which has helped fund continued expansion.

