

Performance Case Studies

\$6000/Month In Organic Traffic Value.

Client Summary



www.cafefurnituremelbourne.com.au

Strategy

- Search Engine Optimization
- Search Saturation

Results

- 12 out of 13 months of organic traffic growth
- Equivalent of \$6000 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 Melbourne market as the site launch coincided with the launch of a Melbourne showroom. We quickly reached the equivalent of \$6000 in AdWords traffic at just a fraction of that monthly spend.

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

We achieved growth very quickly for a brand new website. 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.

Ask our sales team how we can implement these strategies for your brand and expand your business.

