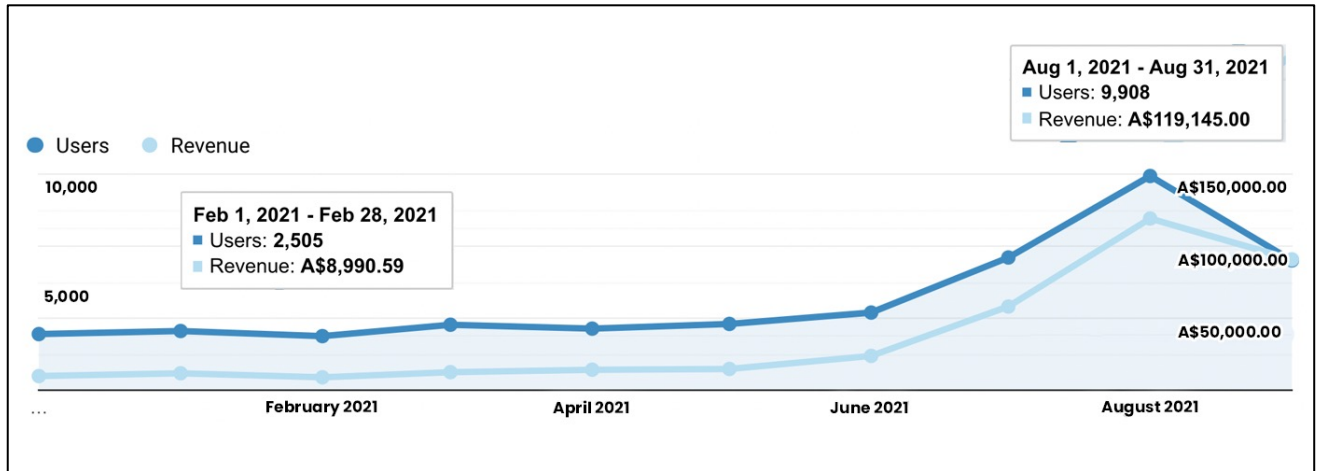


Hair Care and Barber Supplies

Search Engine Optimization



SEO RESULTS

Organic Traffic
2505 to 9809
395% Increase

Organic Revenue
\$8,990 to \$119,145
1325% Increase

SEO STRATEGY

- Initial and ongoing SEO analysis.
- Keyword competitive and value analysis.
- Keyword, URL and content mapping document.
- Content writing & page creation recommendations.
- Create new pages for generic keyword opportunities.
- Location content referencing and GEO tagging.
- Advanced schema markup and social citations.
- Google My Business product optimizations.
- Free product listings on Google merchant centre.
- Onsite SEO. Fix major errors that impact rankings.
- Onsite SEO. Product category pages level 1 and 2.
- Optimize as many product pages as we can each month.
- Review relevant high authority backlink opportunities.
- Outreach and negotiate with content publishers.
- Write quality high interest backlink content.
- Publish with anchor text control and internal linking.
- PR content syndication every quarter.

RESULTS ANALYSIS

Often SEO can take up to 12 months to start seeing major gains. In this campaign one of the major growth factors in organic traffic and revenue was first doing the research to identify pockets of opportunity to achieve results within the first 4 to 6 months.

Many SEO agencies apply a cookie cutter approach to all new SEO clients instead of asking questions like; which product categories are under performing and why, and where are the opportunities for small faster gains, and what are the medium and long term opportunities for large gains?

Some of the breakthrough results in this campaign early on came from URL mapping and optimizing URL structures for medium term gains.

The major upward swing however came from building brand authority with consistent link building to give all content and product specific pages an overall boost in traffic.

Café Furniture Supplier

Search Engine Optimization



SEO RESULTS

Organic Traffic
1513 to 3198
111% Increase

Organic Revenue
\$2,063 to \$48,681
2260% Increase

SEO STRATEGY

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- PR content syndication every quarter.

RESULTS ANALYSIS

This SEO campaign focused on generating both online and offline sales revenue.

With a large Showroom we also focused on location-based keywords to drive local call enquiries. Many of these sales tracked back to online conversions from internal sales team orders.

With Covid being a major factor affecting Showroom sales, the goal was to lift traffic and drive online sales orders.

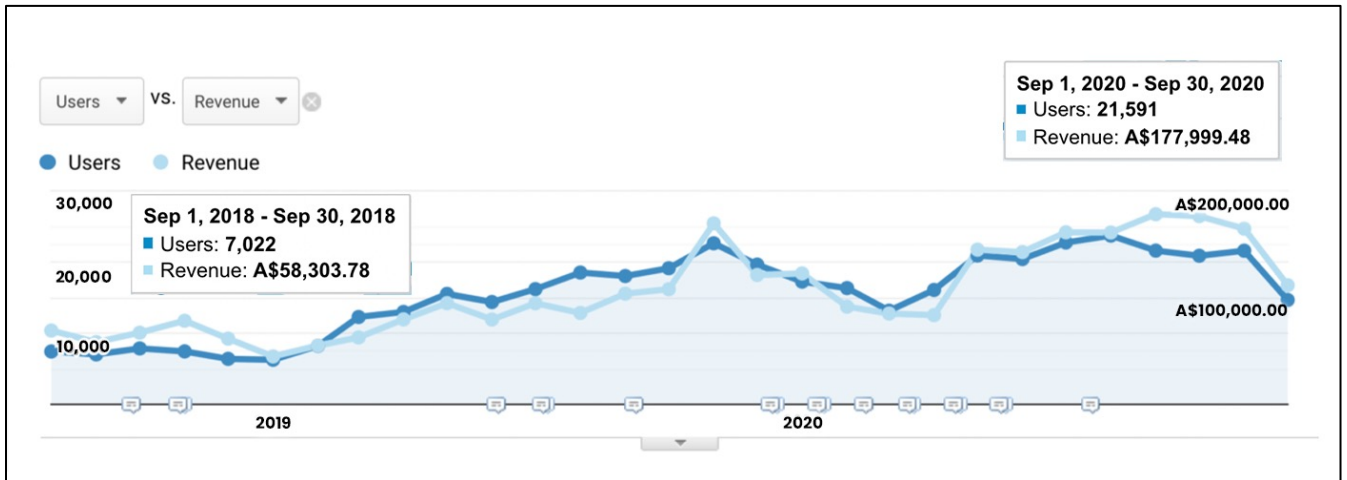
The first year shows impressive growth up until Google's major update in Dec 2019 when rankings dropped significantly.

Since then, we successfully adjusted to the major Google update showing significant increases again during 2021.

We are now hitting record traffic levels again in 2021 with sales revenue expected to also follow over the next few months as cafés and restaurant lockdowns begin to ease across several states.

Online T-Shirt and Screen Printing

Search Engine Optimization



SEO RESULTS

Organic Traffic
7022 to 21591
307% Increase

Organic Revenue
\$58,303 to \$177,999
305% Increase

SEO STRATEGY

- Initial and ongoing SEO analysis.
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RESULTS ANALYSIS

This Ecommerce SEO project was both challenging and unique. Search volumes varied greatly with thousands of long-tail keyword possibilities which can present a challenge when it comes to focusing your backlink profile.

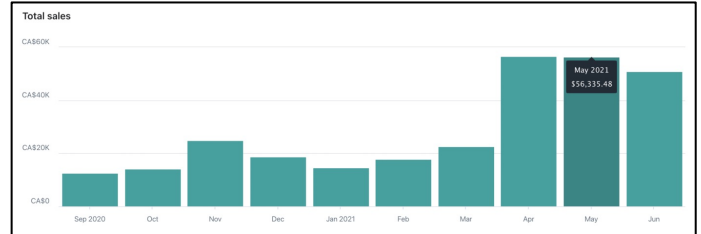
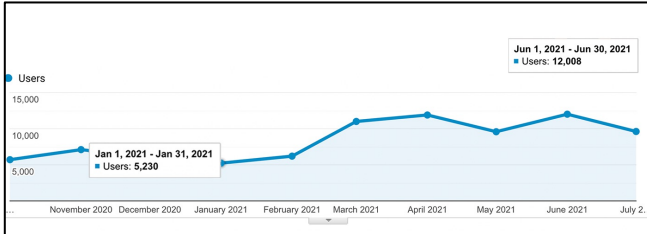
Our solution was building the brand authority to the home page for an extended period of time before focusing on keyword generic terms and building links to inner URL's.

This allowed trust to flow to a lot of their existing content which resulted in a significant boost in long-tail traffic rankings. We then zeroed in on major terms like T-shirt Printing combined location keywords via geo-referencing content methods and internal linking these to specific relevant pages for this keyword.

The result was a massive boost in traffic for both existing content, long-tail keywords and high search volume generic category keywords.

Golf Equipment and Accessories

Search Engine Optimization



SEO RESULTS

Organic Traffic
5230 to 12008
129% Increase

Organic Revenue
\$17,849 to \$56,335
215% Increase

SEO STRATEGY

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RESULTS ANALYSIS

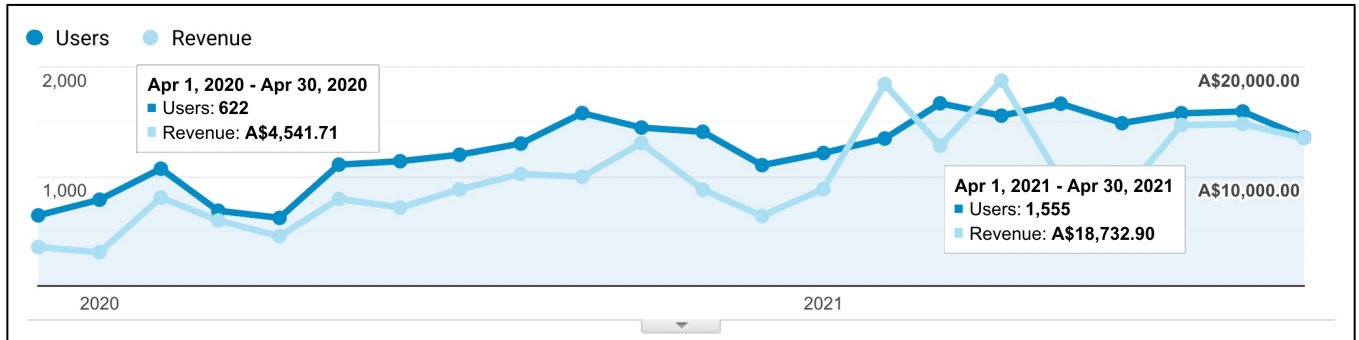
Sometimes in SEO there are quick win opportunities that can occur very quickly. Normally SEO requires at least a 3 to 6 month period to start moving the needle however in this case we were able to identify specific changes we knew could have a swift impact on rankings.

We must admit we didn't expect to triple sales revenue from Organic traffic within 3 months. This is by far our quickest win to date on any SEO project. Still very early in with this SEO campaign so it seems this is where they should have been all along. From here it may plateau for a few months until the next round of optimizations have built enough trust with Google.

The SEO budget is quite low, so it will be slow and steady for another 6 months but we are confident the curve will continue upward especially into Christmas. It seems the quick win optimizations will ensure this Christmas is a very profitable one.

Retail Shelving and Accessories

Search Engine Optimization



SEO RESULTS

Organic Traffic
622 to 1555
150% Increase

Organic Revenue
\$4,541 to \$18,732
312% Increase

SEO STRATEGY

- Initial and ongoing SEO analysis.
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RESULTS ANALYSIS

This SEO campaign was another perfect example of how finding the quick win opportunities can result in a fast boost in traffic and revenue. Often it's knowing what single things to change and not how many which proved the value of our service.

Two changes to the URL structure enabled a major traffic keyword to lift from 10 pages back to page 1 in less than a few weeks. This is not a typical outcome for all clients but it was a great start to the campaign and shows that cookie cutter SEO methods will miss opportunities like this.

Since, we have been building traffic and revenue from organic traffic sources gradually based on low search volumes and low budgets to work with.

Considering this challenge, 12 months of consistent quality SEO has proved very well worth the investment with over 300% growth in revenue.