

2014

SEO CASE STUDY

Tale of BlurbPoint's Client

This Document showcases & explains the Online Visibility and SEO journey of one of the clients of **BlurbPoint Media**. Broad overview of one of the SEO Projects of BlurbPoint Media.

Blurbpoint
MEDIA PRIVATE LIMITED
Success - Just a Click Away!



CLIENT

Baby Direct – Online Retailer of Baby Products in Australia

- Service – Search Engine Optimization

BUSINESS
BACKGROUND

This website is a leading professional online store in Australia, and proudly Australian owned and operated business. It provides largest selections of unique and high quality baby products from top manufacture like nursery furniture, change tables, baby monitor, stroller, Prams, etc.

The existing market is highly competitive with total matching search results pages numbering 14 - 50 million in Google alone for all terms in the initial organic SEO campaign.

MARKET
COMPETITION

Competitors include numerous strong sites like "*babyco.com.au*", "*babybunting.com.au*", "*babytrain.com.au*" and others with many years of site age and a wide range of inbound links.

PROJECT GOAL

This leading online store in Australia was losing online market share, and they got in touch with BlurbPoint Media for web strategy and a complete, full-spectrum SEO campaign. The client's goal was to get on top for the major keywords like

- ✓ Baby shop melbourne
- ✓ Baby cot melbourne
- ✓ Prams Melbourne
- ✓ Baby change table
- ✓ Baby furniture package

And others 35 Keywords and utilize organic search (SEO) to increase lead volume and market share.

TASKS &
CHALLENGES

- Keyword research for effective Internet Marketing
- Content Marketing to attract potential customers
- Make the webpage SEO friendly to get crawl frequently
- Optimize the targeted keywords in Major Search engines
- Achieve rankings for keywords that searchers use online
- Increase the ROI of their Business

ACTIONS

The Link Building campaign was started in **Dec 2013**, as a result of significant jumps in ranking in the first month (Trial Plan), client went forward with 6-month organic search contract.

SEO Team at BlurbPoint developed promotional materials like InfoGraphics, PPTs, did Content Marketing, created and optimized YouTube videos, integrated and promoted strategic social channels and executed some quality Link baits and other ethical Link building stuff to achieve rankings and to drive traffic.

TIME FRAME

➤ Dec 2013 – On going

The Project was under Trial Plan in the month Dec, after the initial success, the Project was upgraded with more keywords and is still an On-going project at BlurbPoint

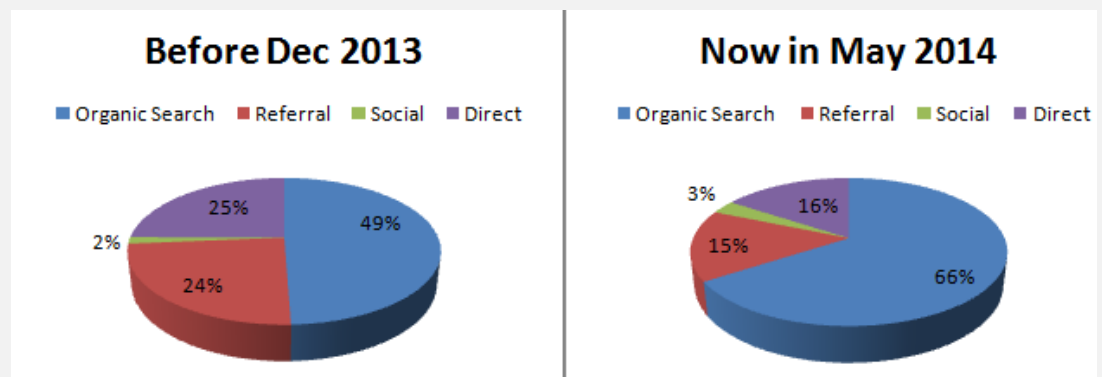
RESULTS

After 6 months of Web-promotion and SEO strategy, client reported the following result as per their campaign:

✓ Total organic traffic increase of 107.61% in just 6 months

These are significant numbers, the most important of which being the number of additional inbound leads.

Below Snapshot describes the increase in Organic Traffic



Below Keywords are well optimized for the Client's website and are ranking in Top 10 i.e. the first page of Google.com.au

RANK REPORT

Keywords	Monthly Searches	Current Google Rankings
Baby cots melbourne	260	2
baby furniture packages	880	3
Baby shop melbourne	320	4
Prams Melbourne	210	4
nursery furniture packages	590	6

CLIENT'S
REMARK

"We sincerely appreciate BlurbPoint's efforts in positioning our online website ranking in Australia. Sales of baby products have gone up compared to previous months; overall it's a satisfactory experience with BlurbPoint. Thanks to Hiren for the kind coordination. Cheers!" – Client Words

CONCLUSION

It can be analyzed that Web presence of baby-direct.com.au got more strong and hyper with the BlurbPoint's SEO campaign. The Organic Channel i.e. traffic from Search Engines have contributed as main source.