

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.

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BlurbPoint Media
BlurbPoint Media Pvt. Ltd.
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CLIENT

This Website is – UK based well known online store for premier Electronic Cigarette.

- Service – Search Engine Optimization

BUSINESS
BACKGROUND

This website is the UK's and Europe's number one shop for premier electronic cigarettes and E liquids. This website's stock one of the largest supplies of E liquid refills and cartomizers, in a variety of strengths and flavors making, a reliable place to visit.

MARKET
COMPETITION

The online competition was too strong as the websites was competing with famous online stores like "*totallywicked-eliquid.co.uk*", "*liberty-flights.co.uk*", "*go-liquid.co.uk*" and many others. Keywords were competitive with total matching search results pages numbering 1 - 15 million in Google alone for all terms in the initial organic SEO campaign.

PROJECT GOAL

This online shop had a goal to increase website visibility with "e liquid" related term with complete Interactive SEO campaign. The client's desired to get on top for the major keywords like

- ✓ e liquids
- ✓ e liquid uk
- ✓ cheap e liquid
- ✓ e liquids
- ✓ e cigarette liquid
- ✓ e cig liquid
- ✓ eliquid
- ✓ best e liquid

And others 10 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 SEO campaign was started in **Jan Month 2014**; BlurbPoint initiated with Local Submissions for Magnificig.co.uk and then developed promotional materials like Infographic, 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

➤ Jan 2014 – On going

The Project was started in the month of January this year, after the initial success, the Project was upgraded with more keywords and is still an On-going project at BlurbPoint

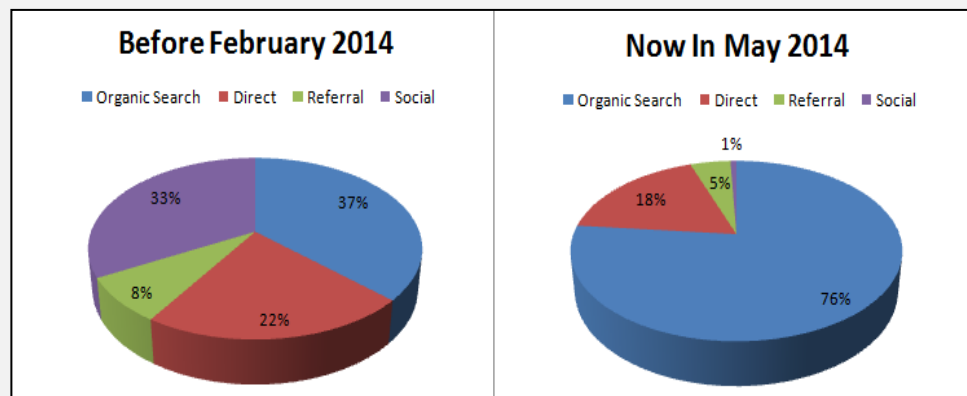
RESULTS

After 5 months of execution of SEO campaign, it was observed that:

- ✓ Total organic traffic increase of 290.52% in span of 5 months
- ✓ Entire traffic increased by 291.64%

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

Below ranking describes the increase in Organic Traffic



RANK REPORT

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

Keywords	Monthly Searches	Current Google Rankings
e liquid	18100	15
e liquid uk	8100	4
cheap e liquid	1300	2
e liquids	1900	6
e cigarette liquid	3600	3
e cig liquid	3600	5
eliquid	3600	12
best e liquid	1000	19

CLIENT'S
REMARK

"To whom so ever it may concern – search engine ranking service from Blurbpoint media has given wings to my local directory. They achieved the positions which were promised. Highly recommend to new startup business"

CONCLUSION

With a successful campaign of 5 months, dominated top positions for many keywords. The overall traffic of website increased by 290% compared to past months. Traffic from Search Engines has been the main source of Success.

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