

2016

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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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.

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 2014**, 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.

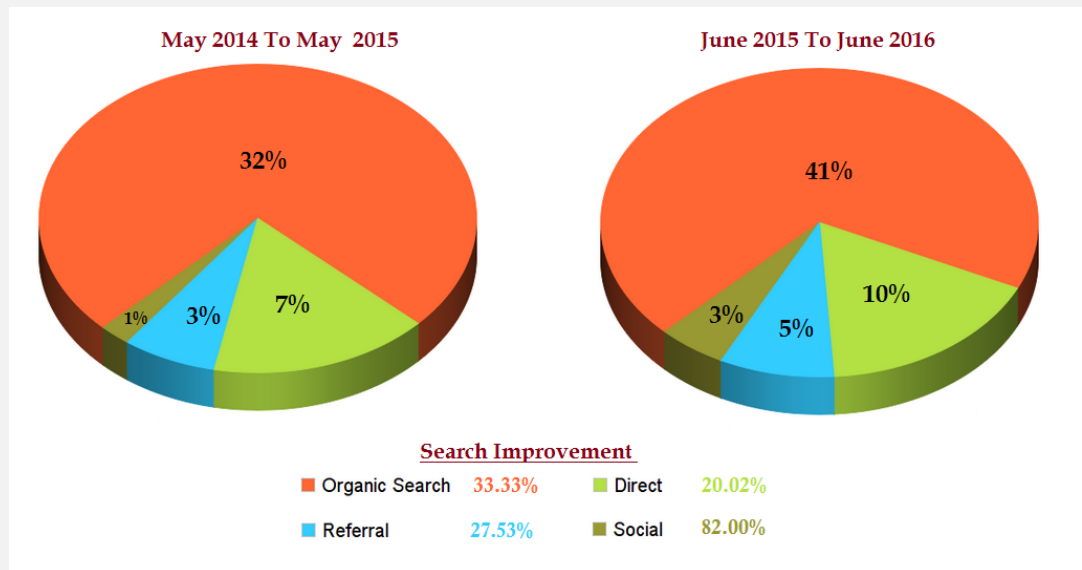
RESULTS

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

- ✓ Total organic traffic increase of 33.33% 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



RANK REPORT

Keyword	Avg. Monthly Search	Current Ranking
baby direct	2900	1
baby shop melbourne	320	1
baby store melbourne	260	1
cheap prams melbourne	50	1
cheap pram	110	2
Royal Sleigh Cot Packages	706	1
nursery furniture packages	480	2
cot package	50	2
baby furniture packages	720	2
pram warehouse	4400	3

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.