



2017

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.

CLIENT

Flowerstation - Online store of luxury flowers, florist bouquets and gifts.

- Service – Search Engine Optimization

BUSINESS BACKGROUND

Flower Station understand that you wish to send the message I love you to someone special. We pride ourselves in fast and quality flower delivery London and bouquet delivery service around the UK, as well as gifts at great value to help you say just that.

PROJECT GOAL

This site had a goal to increase website visibility with “flowers” related term with complete Interactive SEO campaign. The client’s desired to get on top for the major keywords like

- ✓ Cheap Flowers London
- ✓ Flower Delivery London
- ✓ Birthday Flowers London
- ✓ Flower Delivery Sunday
- ✓ Same Day Flowers

TASKS & CHALLENGES

- Keyword research for effective Internet Marketing
- Content Marketing to attract potential user
- 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 2015**; BlurbPoint initiated with Various search engine submissions for this website 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.

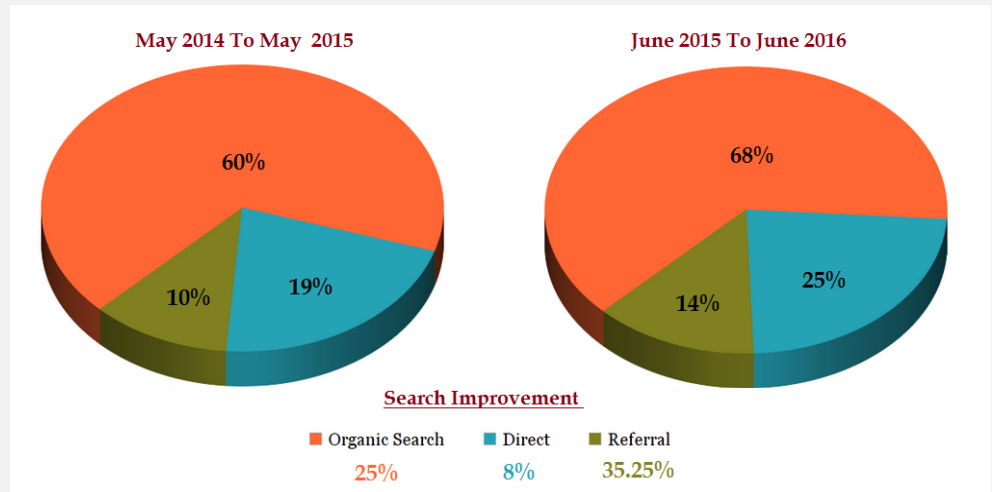
RESULTS

After 6 months of execution of SEO campaign, it was observed that:

- ✓ Total organic traffic increase of 25.00% in span of 6 months
- ✓ Entire traffic increased by 48.47%.

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

Below screen-shots describes the increase in Organic Traffic.



RANK REPORT

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

Keyword	Avg. Monthly Search	Current Ranking
Cheap Flowers London	90	1
Flower Delivery London	2400	2
Birthday Flowers London	10	3
Flower Delivery Sunday	170	5
Same Day Flowers	2900	8

CONCLUSION

With a successful campaign of 6 months www.flowerstation.co.uk dominated top positions for many keywords. The overall traffic of website increased by 60.00% compared to past months. Traffic from Search Engines has been the main source of Success, within just 6 months we got a great success on that project and client is all set to have long run with us.