



# SEO CASE STUDY

**AN ONLINE BEDDING STORE IN  
AUSTRALIA**

# OVERVIEW

**BUSINESS NICHE:** Online Bedding Store

**TARGETED LOCATION:** Australia Wide

**TARGETED GOOGLE:** Google.com.au

## ISSUES

- Not rankings well for important keywords
- Low Organic Traffic
- Low Organic Conversions

## GOALS

- Push Keywords to Page 1
  - More Organic Traffic
  - More Organic Conversions
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# AFTER 12 MONTHS

- 50% of keywords moved to page 1
- 4000 Plus Google Rankings
- 33% Increase in Organic Traffic
- 124% Increase in Sales

