



SEO CASE STUDY

AN ONLINE PLANT STORE IN AUSTRALIA

OVERVIEW

BUSINESS NICHE: Online Plant Store

TARGETED LOCATION: Australia Wide

TARGETED GOOGLE: Google.com.au

ISSUES

- Important keywords are on page 2 & 3 of Google
- Low Organic Traffic
- Low Organic Conversions

GOALS

- Push Keywords to Page 1
 - More Organic Traffic
 - More Organic Conversions
- 

AFTER 12 MONTHS

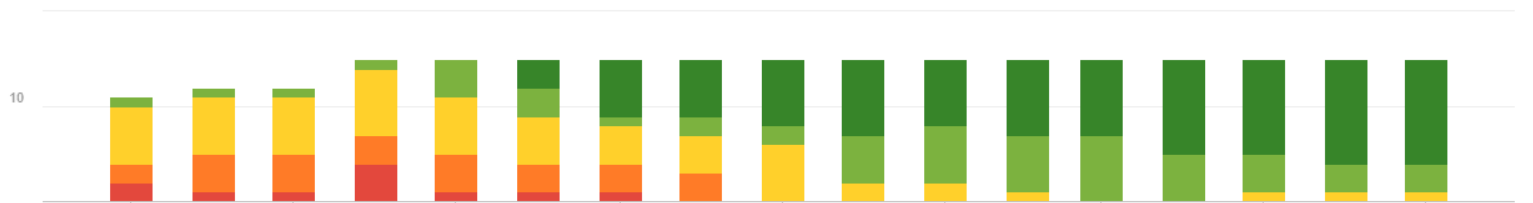
- 90% of keywords moved to page 1
- 641 Plus Google Rankings
- 479% Increase in Organic Traffic
- 795% Increase in Sales

Rankings

All Time [Add Keywords](#)

Google 15 ▲ 36% Google Change ▲ 641 Bing 15 ▲ 67% Bing Change ▲ 345 Google Mobile 15 ▲ 7% Google Mobile Change ▲ 98

● 1-3 ● 4-10 ● 11-20 ● 21-50 ● 51+



Channels

All

Jul 1 2016 - Jun 30 2017

Sessions 53,667 ▲ 479%



● google - 51,449 (95.9%)
● bing - 1,570 (2.9%)
● yahoo - 521 (1%)
● ask - 54 (0.1%)
● yandex - 47 (0.1%)
● avg - 8 (0%)
● images.google - 6 (0%)
● aol - 5 (0%)

53,667

Sessions

▲ 479%

5.02

Pages/Session

▼ 5%

00:03:06

Avg. Session Duration

▼ 7%

76.89%

% New Sessions

▲ 9%

49.49%

Bounce Rate

▼ 5%

1,244

Goal Completions

▲ 795%