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SEO Case Study: Boosting a Clients Online Presence:



[Discountpartywarehouse.com.au](https://discountpartywarehouse.com.au)

Industry: eCommerce

Learn how we helped a client in the eCommerce Industry improve their visibility, ranking and drive more traffic to their website.



Client Background

DPW - Discount Party Warehouse is a well established eCommerce venture that offers party supplies products online as well as offline stores in Lidcombe, Australia. They had limited or no experience with SEO and their online business mostly depended on their Google Ads or Paid Marketing. They need our help to drive the overall SEO Strategy to boost the website online presence on google through SEO.



A Dedicated and Focused Team

We collaborated with our client to understand their brand vision, USP and values, to create an effective SEO strategy for them.



In-Depth Website Analysis

Using our proprietary tools, we identified gaps in the website's structure, content, and metadata to optimize it for search engines.



Customized Solutions

We devised an innovative approach that catered to our client's niche TG to build a foundation for their website.

Strategy Implementation

Our strategy involved an extensive overhaul of the client's website URL structure, category, and content to make it more search engine-friendly and user-friendly.

Keyword Research & Optimization

We extensively researched 500+ keywords, categorizing them into various groups, including generic, category-specific, product-specific, and event-specific. Given that the business is a party supply shop, prioritizing event-specific keywords was essential for optimal visibility.

Link Building

We built high-quality, relevant backlinks to the website to increase domain authority and improve search rankings.

Content Creation

We crafted an all-encompassing content creation strategy specifically designed to target each set of keywords from various categories, aiming for maximum effectiveness.

Blog Integration

We incorporated a blog section into the client's website with the goal of boosting traffic. Here, we initiated the creation of blogs centered around party theme ideas, and shared tips and tricks to engage the audience.

Results and Metrics

The strategy resulted in significant improvements in DPW's online visibility, ranking, and website traffic.



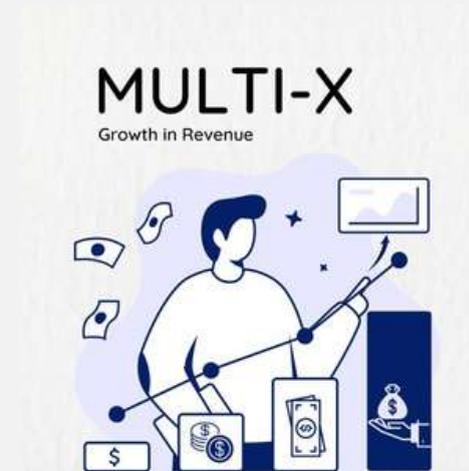
Organic Traffic

Website traffic increased by 30% in the first 6 months, with a 40% increase in organic traffic.



Ranking

The client's website ranked on the first page of Google Australia for all their primary keywords with an average ranking of top 3 position



Revenue Growth

Prior to our SEO initiatives, the conversion rate stood at 0.89. After six months of dedicated SEO efforts, we successfully increased the conversion rate to 1.50, leading to significant revenue growth.

Challenges Faced

The process was not without its challenges. We faced several obstacles along the way that we had to overcome to achieve our client's goals.

Website Url Structure

Our primary challenge revolved around the continuous decline in DPW's organic traffic. Upon closer examination, we discovered that the URL structure for discontinued products was poorly managed. In Google Search Console (GSC), we identified over 10,000 broken links. Our dedicated team of developers, in collaboration with our SEO experts, effectively addressed and resolved this issue.

1

Keyword Research

Identifying keywords for a large ecommerce website posed a significant challenge. To overcome this hurdle, we addressed the issue by collecting essential data points from the client, such as the top-selling categories and products.

2

On Page & Off Page Optimization

Determining the priority of pages and categories to target posed a considerable challenge. To overcome this hurdle, we allocated dedicated resources for our clients, focusing on both on-page and off-page aspects concurrently on a daily basis.

3



Lessons Learned

Our experience with this case study taught us invaluable lessons that we can apply to future projects.

1 Website Structure

Maintaining oversight of existing and upcoming URLs is crucial for all eCommerce websites or websites with a large number of pages. This plays a pivotal role in ensuring the success of SEO efforts.

2 Communication

Clear communication is important in ensuring that all members of the project team are on the same page (SEO Team & Dev Team), and that project milestones are reached efficiently.

3 Flexibility

Flexibility is crucial in creating effective SEO strategies and tactics that cater to the unique needs of each client.

Future Recommendations

We have recommendations for how our client can continue to build on our initial successes and keep growing their business.

URL Handling

- a. Following a proper url structure while adding new products, categories on the website
- b. Optimising product images
- C. Adding more and more details in the product description

Content Marketing

- a. Create and publish content (blogs) on their website
- b. Promote blogs on different social media platforms
- c. Collaborate with relevant influencers to expand their reach and customer base

Web Maintenance

- a. Url management is very crucial for DPW Team
- b. Improve website security and user experience
- c. Implement responsive design to improve mobile compatibility



Conclusion

Meticulous management of existing and upcoming URLs is fundamental for the success of SEO endeavors, particularly for eCommerce websites or those with an extensive page count. This strategic approach ensures a comprehensive and organized online presence, laying the groundwork for effective search engine optimization efforts and, ultimately, enhancing the overall performance and visibility of the website. As the digital landscape evolves, staying vigilant in tracking and optimizing URLs remains a key factor in achieving sustained SEO success.

The dynamic landscape of search engine algorithms demands a flexible and informed approach, and these success stories underscore the importance of staying ahead in the SEO game, especially for eCommerce websites.