



the client

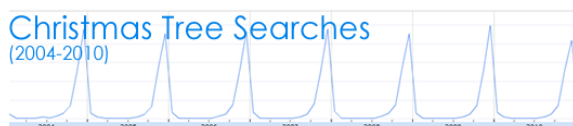
Name: Hayes Garden World
URL: www.hayesgardenworld.co.uk
Sector: Garden Retail

Services: Search Engine Optimisation
 Conversion Rate Optimisation

background

Following a successful summer SEO campaign leading garden product retailer, Hayes Garden World, wanted to increase their exposure and drive sales of artificial Christmas trees through their website.

The seasonal campaign needed to ensure high rankings for a number of highly searched key phrases over the October-December period (where searches were at a peak) in order to maximise total sales.



strategy

In order to achieve the objectives, Hayes Garden World needed to compete against a number of well-established websites specialising in Christmas trees and related products. Based on in-depth competitor analysis and detailed keyword research, Mediaworks were able to devise an online marketing strategy that would ensure high rankings in time for the seasonal peak.

Mediaworks undertook a comprehensive link building campaign in order to develop natural, Christmas related links to the Hayes Garden World site to build trust and authority and establish the site in Top 5 positions for the pre-determined key phrases on Google UK.

results

In line with the campaign objectives, Hayes Garden World experienced a large increase in the Search Engine rankings across a five-month period:

Keyword	Google.co.uk Position August 2010	Google.co.uk Position December 2010	Position Difference
Christmas Trees	Not in the top 100	2	>9
Christmas Tree	Not in the top 100	3	>97
Artificial Christmas Trees	81	1	80
Christmas Trees Artificial	99	1	98
3ft Christmas Trees	12	1	11
5ft Christmas Trees	13	1	12
12ft Christmas Trees	7	2	5

This resulted in an increase in the volume of traffic generated for Christmas tree related key phrases and consequently saw sales and revenue increase such as:

- A **96.94%** increase in Christmas related Organic traffic (December 2009 vs. December 2010).
- Over **33%** increase in total non-brand sales.
- A **36.48%** increase in average non-brand order values.

