



Fergusson Winery and Restaurant





## How Fergusson's Winery Website Went From 249 to 2069 Visitors in Just One Month

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### ***The Client***

Fergusson Winery and restaurant is situated 55kms (or one hour's drive) from Melbourne in the unique and beautiful Yarra Valley, home to over 50 wineries and 110 vineyards.

### ***The Challenge***

The web site looked great – to people. Unfortunately, Google wasn't similarly impressed. Despite the fancy design, (? And fancier price tag???) the underlying 'nuts and bolts' that search engines use to judge quality just weren't working. Behind the scenes, some serious housekeeping needed to be done.

### ***The Benefits to the Client***

We started our SEO campaign in early January. By the end of February traffic had increased by 850%. This is a big increase – particularly so when you consider the fact that all we did for this client was 'on-page' optimization on their website – no major design changes, no major new features – just smarter use of what was already there.

More importantly, we increased the 'click through rate' by 30% - this means that not only did we get more views of the site – we got more of the RIGHT views – more visitors were actually going into the site to get further information.

There is much more to SEO than just 'on-page' optimization but it is well worth knowing that by using proper SEO techniques over a period of time, your site traffic will go up and in turn - it's reasonable to say - so will your revenue.

### ***On Page Optimization***

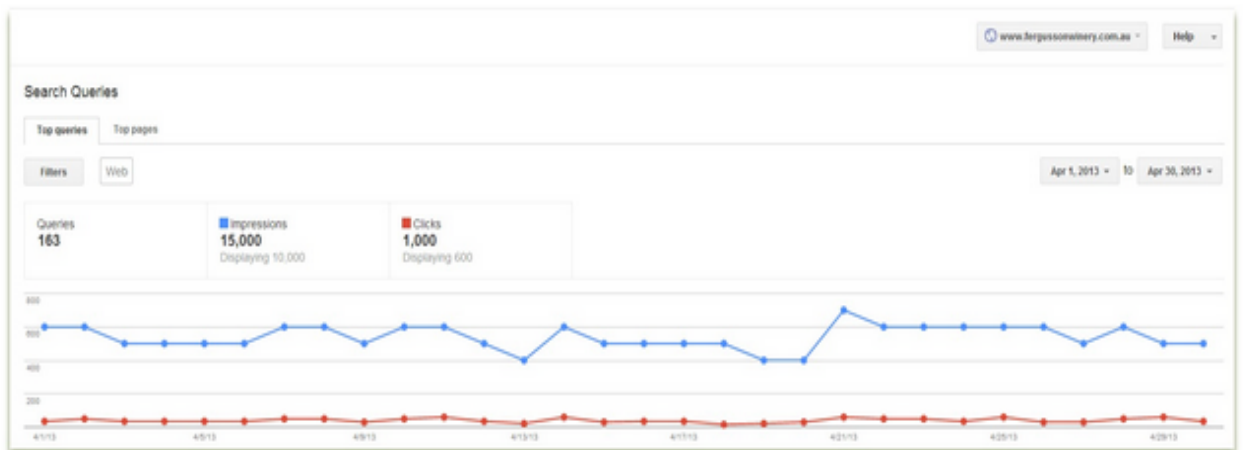
Some of the techniques we used were: optimizing the site's Meta description tags, title tags, heading tags and body content in such a way as to include targeted traditional and branded keywords in a natural way. With these improvements alone, it resulted in a significant increase in inbound traffic and revenue.

## The Numbers

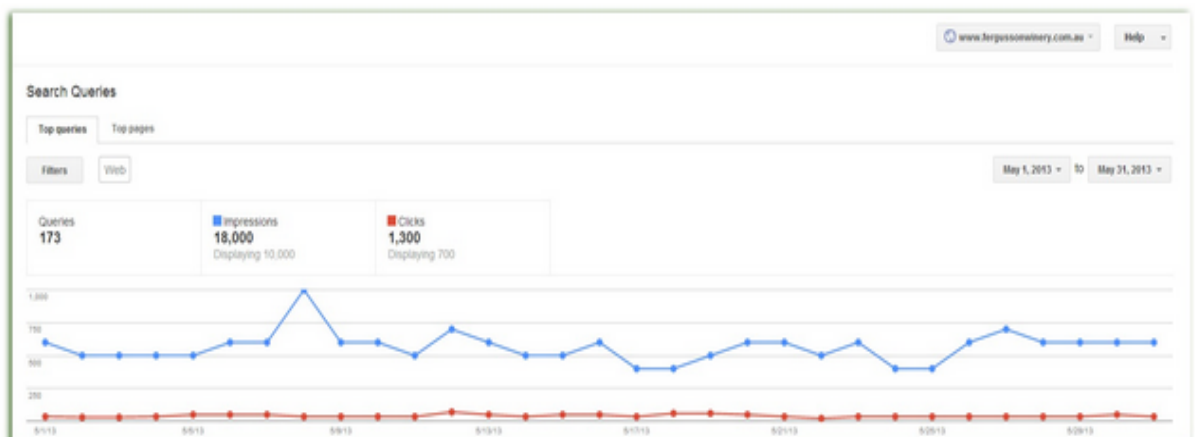
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2013	243	287	1,363	10,467	416.86 MB
Feb 2013	2,069	2,853	12,567	99,215	4.79 GB
Mar 2013	2,333	3,520	14,079	107,706	5.52 GB
Apr 2013	2,177	3,013	12,374	98,512	5.21 GB
May 2013	2,555	3,455	14,037	108,570	5.93 GB

Additionally, in one month, we increased the number of impressions (the amount of times their website actually appeared in Google search results) by 16.5% and the CTR (click through rate) by 30%.

## April 30



## May 31



***The Keyword Rankings For Fergusson Winery  
When first project completed***

<b>Keyword</b>	<b>Local Searches per Month</b>	<b>Ranking</b>
wedding yarra valley	1900	6
wine yarra valley	9900	10
wineries in the yarra valley	8100	8
wineries in yarra valley	8100	8
wineries yarra valley	8100	8
restaurant yarra valley	2400	10
restaurants in yarra valley	1900	8
vineyard yarra valley	4400	10
vineyards yarra valley	5400	8
wine yarra valley	9900	10
winery yarra valley	12,100	8
yarra valley vineyard	4400	10
yarra valley vineyards	5400	7
yarra valley weddings	590	5
yarra valley wine	9900	10
yarra valley winery	12,100	7
yarra valley wines	1600	10
yarra valley wineries	4400	10
wedding yarra valley	1900	6
wine yarra valley	9900	10
wineries in the yarra valley	8100	8
wineries in yarra valley	8100	8
wineries yarra valley	8100	8

Green Box represents the 1<sup>st</sup> page and the number in the box where the keyword is placed on the page



## Case Study No.2

### Yering Gorge Cottages





## ***The Client***

Yering Gorge Cottages & Private Nature Reserve was located on the banks of the Yarra River in the middle of the beautiful Yarra Valley. They offer a premium Yarra Valley experience, with a range of accommodation packages and deals.

## ***The Challenge***

The month before we started with Yering Gorge (February), they had a problem – they had a ‘bounce rate’ of 67.95%. Which meant that two-thirds of their visitors left after looking at the first page – whatever they were looking for, it wasn’t what they had found. Only 733 visitors were engaged by more than one page on the website.

A bounce rate like this is generally an indication that the traffic being sent to the website was not particularly relevant to what they were searching for.

## ***The Benefits to the Client***

We started our SEO campaign with Yering Gorge Cottages in March. By the end of our 3 month campaign, we were able to increase the number of unique visitors by 11% to the website. The number of unique visitors went from 2286 in February to 2568 in May.

More importantly, we substantially reduced their bounce rate, indicating that a much higher percentage of visitors brought to the site by their search engine actually wanted what Yering Gorge was selling.

## ***The Numbers***

Month	Visits	Pages Per Visit	Average Duration	Bounce Rate
February	2286	1.46	81 seconds	67.95%
March	1023	4.65	198 seconds	38.74%
April	2558	4.55	187 seconds	40.85%
May	2568	4.61	197 seconds	38.96%

## ***Highlights***

By the end of our campaign:

- We **increased** the number of unique visitors by 282
- We **increased** the page views per visitor by 3.15 pages – further indicating we were bringing more of the right visitors to the site.
- We **increased** the visitor stay duration by 116 seconds – so what the visitors saw was worth staying to read more.
- We **decreased** the bounce rate from 67.95% to 38.96%
- We increased the number of engaged visitors from 733 in February to 1568 by the end of May by reducing the bounce rate. That's an increase of approximately 47%

It should be noted that this campaign was only for a 3-month duration. In the ongoing competition for prime territory, the name of the game is “getting to page 1”. Attracting and keeping traffic is an ongoing challenge.

There were a number of highly searched terms (and highly competitive terms) Yering Gorge needed to rate well in (see below) - including ‘cottages’, ‘gorge’ and ‘yarra valley’. In just 3 months we were able to achieve 1<sup>st</sup> page positioning for terms such as ‘cottages’ and ‘gorge’, and got them to the top of page 3 for ‘yarra valley’.

## **Keyword Positions May**

Keywords	Local Monthly Searches	February	May
accommodation yarra valley	6600	10	8
2 nights	14800	Not Top 100	8
accommodation in the yarra valley	6600	21	15
accommodation in yarra valley	6600	14	10
accomodation in yarra valley	5400	14	10
acomodation yarra valley	5400	10	8
cottages	823,000	52	3&10
cottages yarra valley	590	1	1
gorge	74,000	41	5,6,7
luxury accommodation yarra valley	480	5	2
luxury yarra valley accommodation	480	2	2
wedding venues yarra valley	590	Not Top 100	21
wedding yarra valley	1900	45	25
yarra valley	110000	Not Top 100	21
yarra valley accommodation	6,600	10	8
yarra valley accomodation	6600	10	8
yarra valley cottage	480	1	1
yarra valley cottages	590	1	1
yarra valley luxury accommodation	180	9	2
yarra valley wedding venues	590	Not Top 100	25
yarra valley weddings	590	Not Top 100	39
yarravalley	2400	Not Top 100	28
yering	12,100	5	5
yerring	1000	5	5

Not in Top 100 means that the keyword is not in the Top 100 results (or the 1<sup>st</sup> 10 pages)

Green Box represents the 1<sup>st</sup> page and the number in the box where the keyword is placed on the page

Orange Box represents the 2<sup>nd</sup> page and the number in the box where the keyword is placed on the page

Purple Box represents the 3<sup>rd</sup> page and the number in the box where the keyword is placed on the page





Fiorina Jewellery





## How We Increased Fiorina Jewellery's Website Ecommerce Sales by 135% in Just One Month

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### ***The Client***

Fiorina Jewellery is a handmade custom jewellery specialist that has an online ecommerce store as well as a physical store location in Armadale Melbourne.

### ***The Benefits to the Client***

We started working with Fiorina Jewellery late March. By the end of April, visits to the site had increased by approximately 21%. This is a big increase but when you consider the fact that the first month of any campaign is usually 'on-page' optimization on their website, that is a huge difference in traffic. 'On-page' optimization includes adjusting actual HTML code, Meta tags, keyword placement and keyword density.

The way we brought about such substantial changes on the Fiorina website was this: we made improvements to the site's on-page optimization. We optimized the site's Meta description tags, title tags, heading tags and body content in such a way as to include targeted traditional and branded keywords in a natural way. With these improvements alone, it resulted in a significant increase in inbound traffic and revenue.

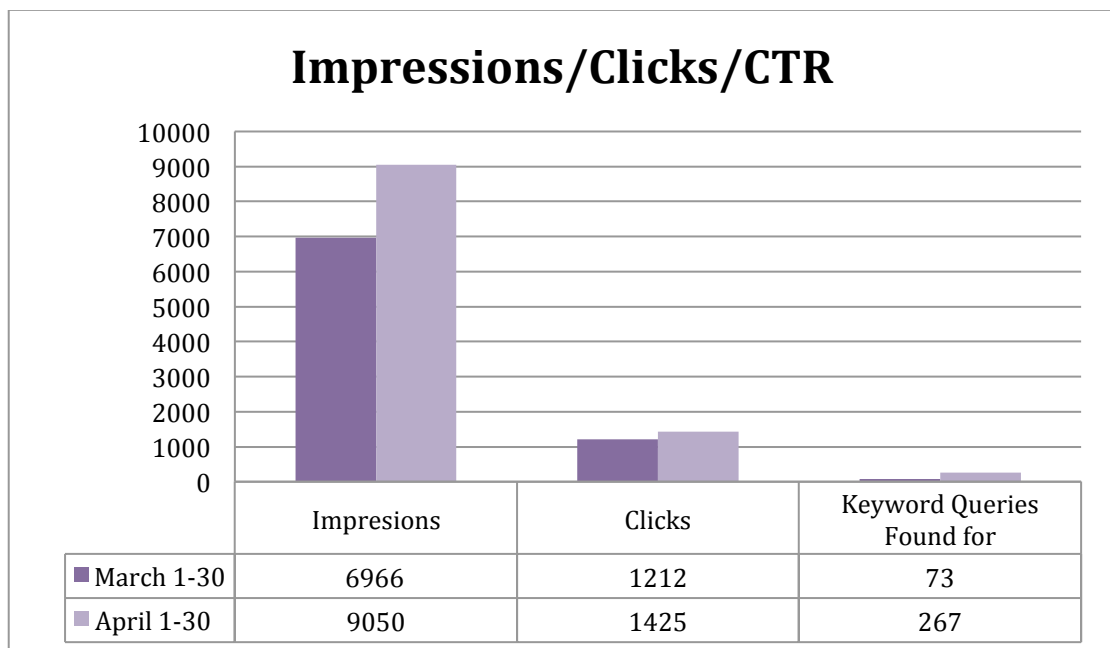
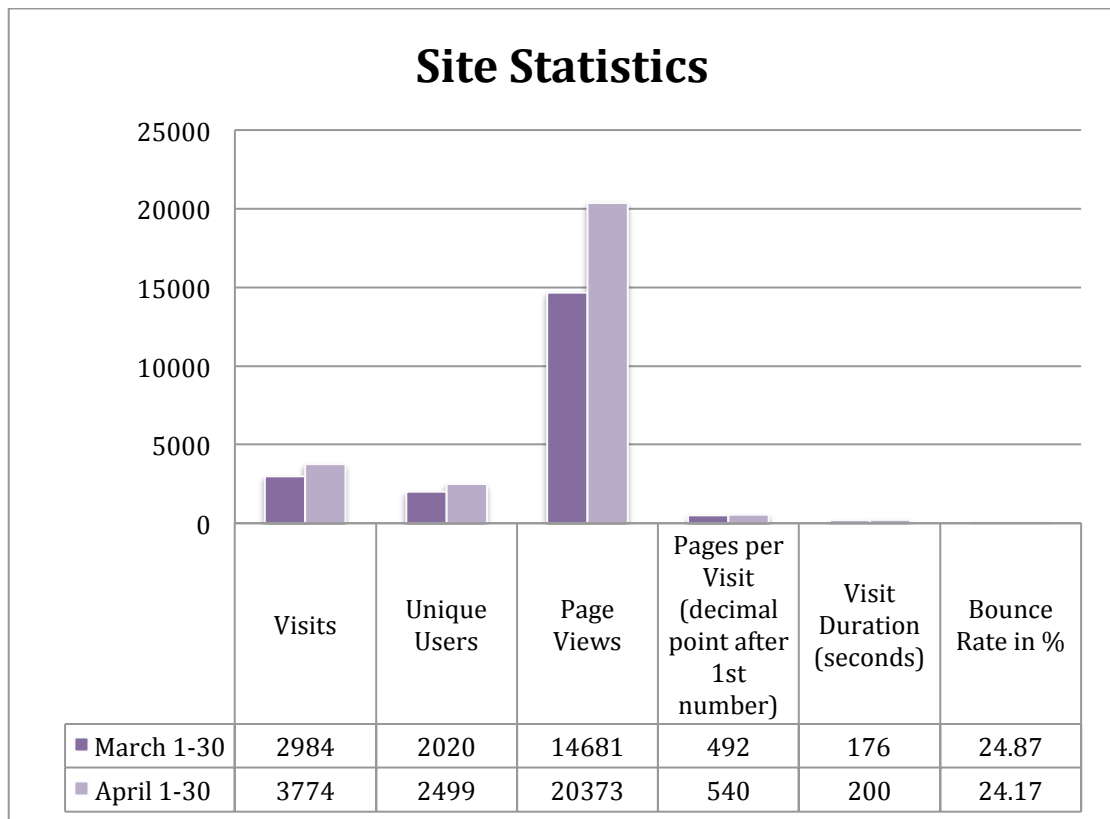
Obviously there is more to SEO than just 'on-page' SEO but it just goes to show that by using proper SEO techniques over a period of time, your site traffic will go up and in turn, it's reasonable to say - so will your revenue.

### ***Highlights***

By the end of our first month we:

- **increased** ecommerce sales by 135% from the month before
- **increased** the websites total visits by 21%
- **Increased** the number of unique visitors by 19%
- **increased** the websites pageviews by over 27.5%
- **decreased** the bounce rate by 0.70%
- increased the impressions (the number of times the website appeared in Google searches) by 2084
- increased the CTR (click through rate) by 213 clicks
- increased the number of keywords the site is being found for by 194

## The Numbers



## ***Keyword Positions May***

<b>Keyword</b>	<b>Local</b>	<b>World Wide</b>	<b>Position at Start</b>	<b>Position Now</b>
	<b>Searches</b>	<b>Searches</b>	<b>31/03</b>	<b>1/05</b>
bracelets	1900	60,500	NTop100	52
jewellery	6600	90,500	NTop100	42
jewellery online	1300	4,400	NTop100	26
necklaces	1600	40,500	NTop100	42
earrings	4400	74,000	NTop100	120
online jewellery	880	1,900	NTop100	21
coin jewellery	140	390	NTop100	29
coin earrings	30	320	NTop100	19&20
hand made jewellery	880	390	NTop100	NTop100
precious stones	1100	12,100	NTop100	NTop100
chakra bracelet	70	1600	NTop100	NTop100
designer jewellery	590	4,400	NTop100	NTop100

NTop100 means that the keyword is not in the Top 100 results (or the 1<sup>st</sup> 10 pages)

Purple Box represents the 3rd page and the number in the box where the keyword is placed on the page