



Local SEO Case Study: Baby-Direct.com.au



55.24% Revenue Hike in 12 Months

We helped online Baby Store to grow their revenue by 55.24% in their first year of operation with an end-to-end strategy.

54.94%
Increase sales
in 1 year

55.24%
Increase revenue
in 1 year

37.17%
Increase organic
traffic in 1 year



STRATEGY PROVIDED

- Web Design
- Web Development
- Improved page load speed
- Competitors research
- Keyword research
- Content Writing and Optimization
- Build Local Citation
- Link Building

About Baby-direct.com.au

The Baby Direct is the leading online baby store in Australia, proudly Australian owned, and operated business. They run a store offering largest selections of unique and high-quality baby products like nursery furniture, prams, baby safety products etc. from the world's top manufacturers.



The Challenges

The challenge for Baby Direct was to build its web presence, boost online sales and stay competitive in Australia. As serving huge product range, they were aimed to target online channels for marketing and increase eCommerce revenue. We were appointed to build the interactive website and increase their online sales through search engine optimization.



What We Did

ClickMatix's digital marketing service has enabled Baby-Direct.com.au to get discovered online, offer a wide range of baby products. Our SEO and marketing strategies made a huge success by increasing organic lead by 54.94%. Baby-direct.com.au has been ranking well and from the total targeted keywords, 37 of them are ranking in top 3.



Results Delivered

1. Top 3 Google Positions For **27%** of Targeted Keywords
2. Organic Ecommerce Conversions By **55.24%**
3. Increase In Organic Traffic **37.17%**





Speak With Us Today
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