





INVENTIVE INTERACTIVE

# Case Studies: SEO

# Case Study

  Fitness, eCommerce

 Australia

Fitness Brand

 Nationwide

An Australian fitness brand, dedicated to quality. They started the company with an aim to become the market leader in the products they create, as well as a thought leader by providing educational & training material. The client joined us in late 2021, with the aim to create visibility for their website in the keywords their target audience was searching across Australia.

2021

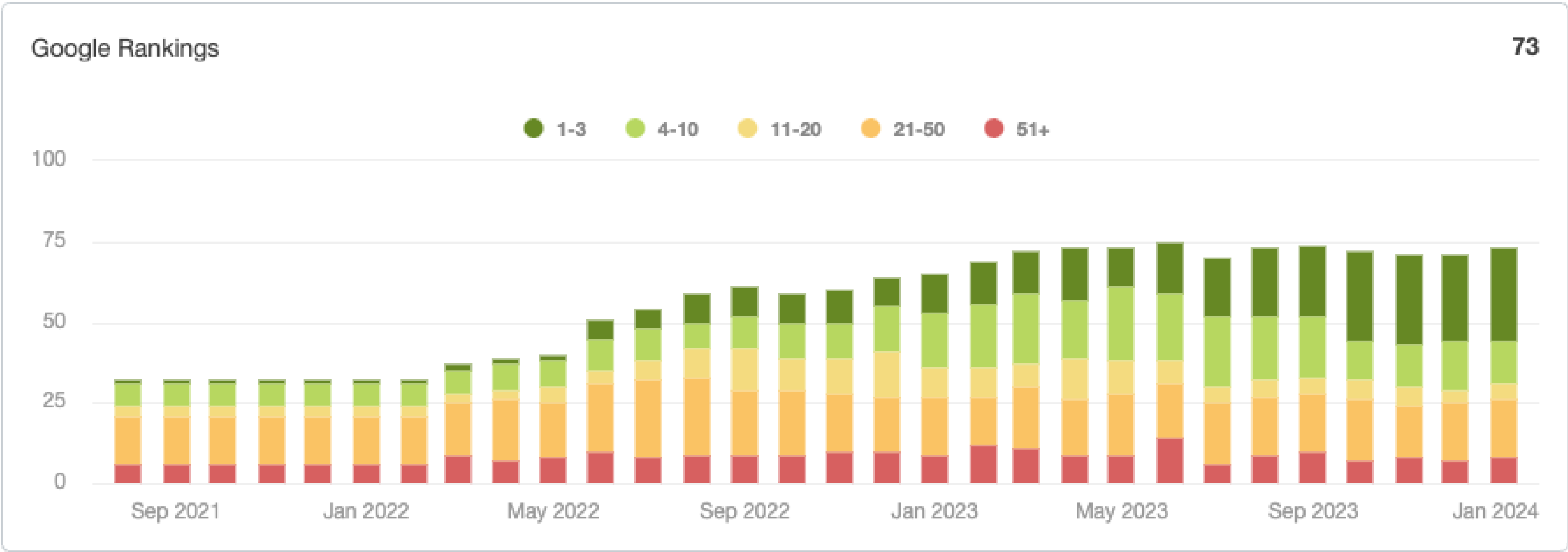
Year Started

100

Keywords

4

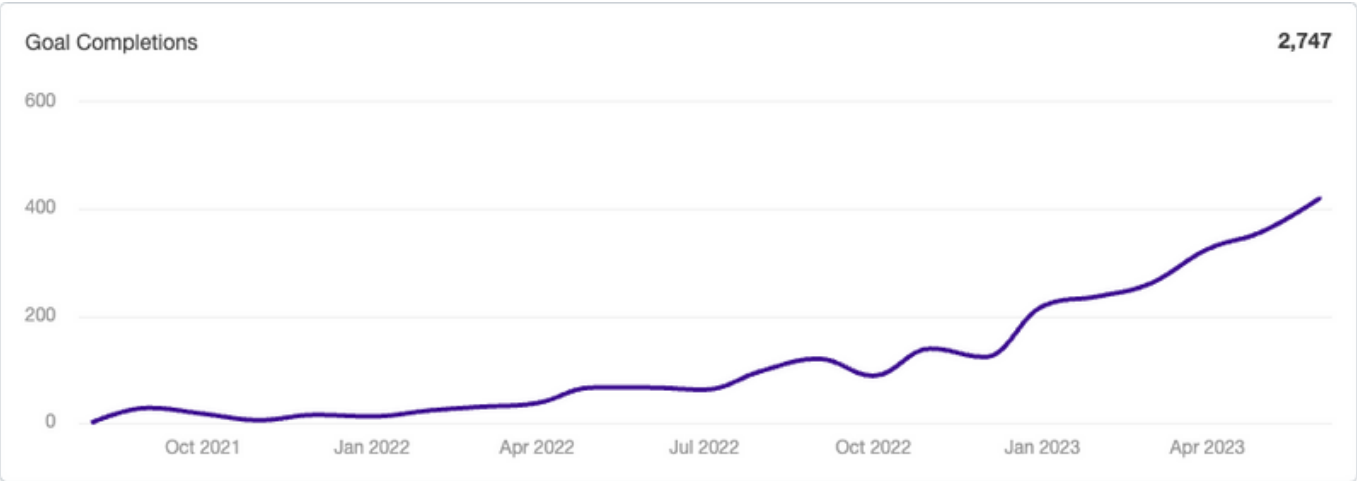
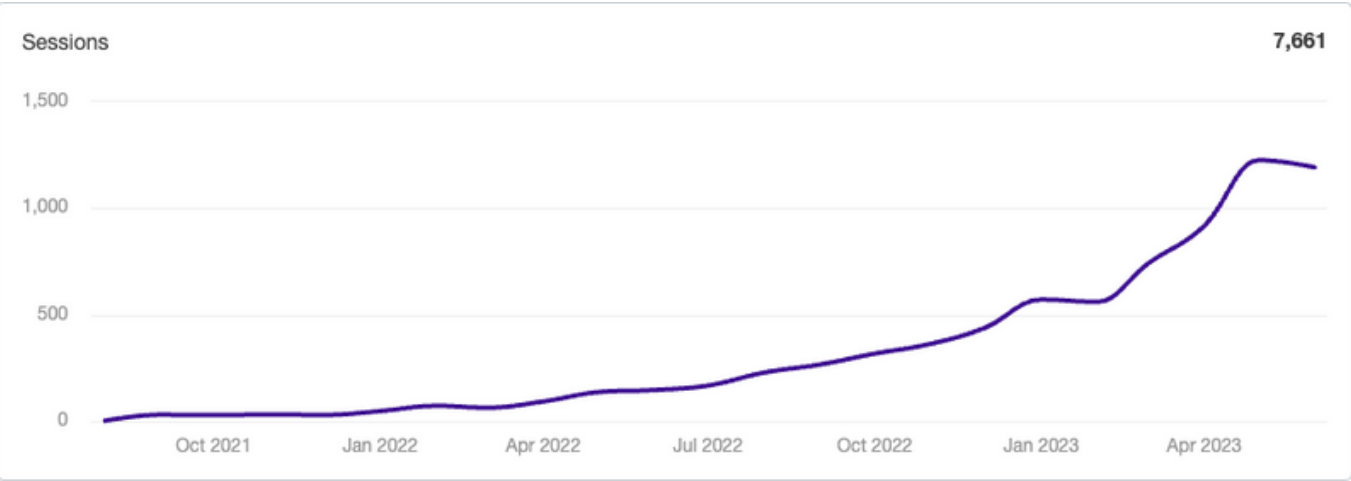
Blogs per Week



**+ 3,731**  
Change in Google Ranking



**30**  
Keywords in Top 3 Positions



## 33x Traffic Growth

They saw their traffic grow from little to no traffic to over 1,000 sessions per month on average.

## 30x Goal Completion

SEO directly led to tangible business growth, as their goal completion (sales, signups, etc) increased up to 30x from start.

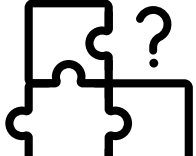
## The Challenge



High Competition Niche & High-Difficulty Keywords



Little to no pre-existing domain authority

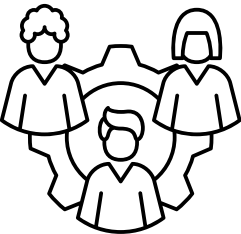


Limited internal marketing resources

## Our Solution



Consistent, high quality intent-driven asset creation



Leveraging our technical expertise to supplement a small startup team



Adapting to the businesses' changing needs throughout various growth stages



Born out of the need to originally address one, unique cleaning business in their city, this software was created to address complex needs in a simple manner. Over the years, they decided they wanted to share their solution with similar businesses who they felt were underserved by their current providers. The client joined us in late 2021, with the aim to create visibility for their website and sign ups for their software in the markets they serve.

2021

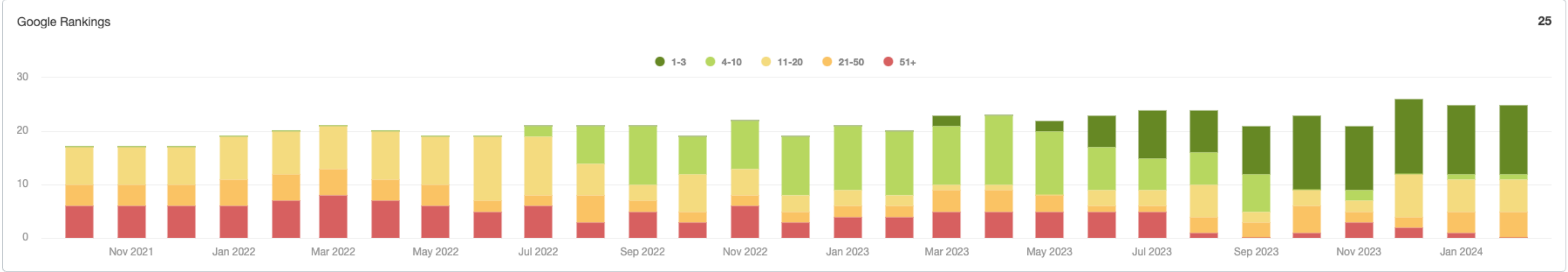
Year Started

25

Keywords

1

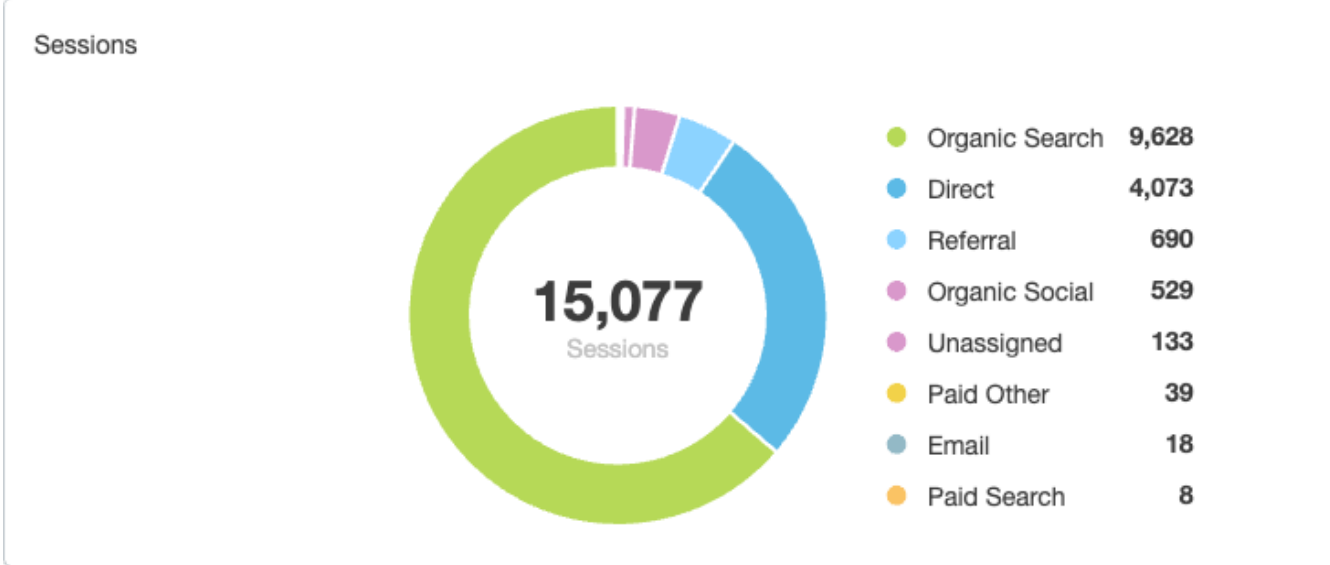
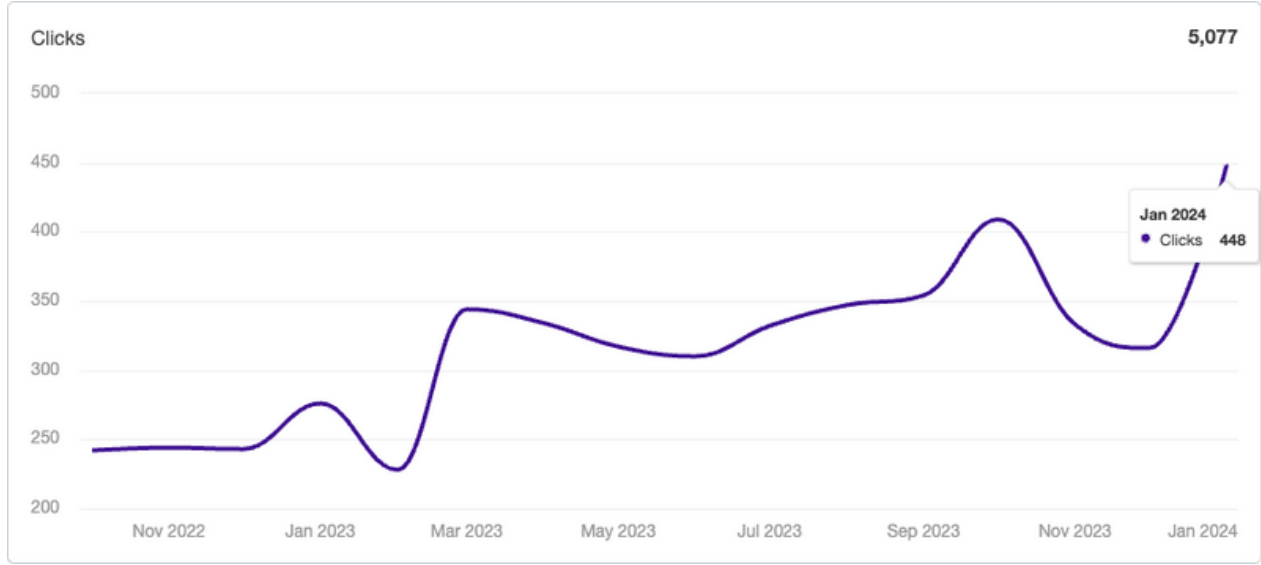
Blogs per Week



+1,170  
Change in Google Ranking



13  
High-Competition Keywords in Top 3 Positions on the First Page



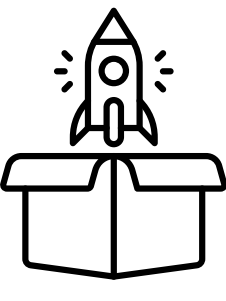
## 2x Monthly Clicks

They saw their clicks more than double on average within months of their SEO starting, helping drive increased sign-ups & inquiries.


## 60%+ Traffic from SEO

As a result of successful SEO, they saw Organic Search grow to over 60% of the total share of traffic to the website.

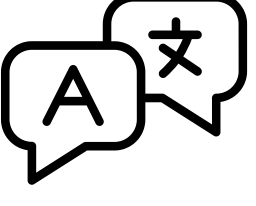
## The Challenge



New software was being launched, with no existing brand awareness

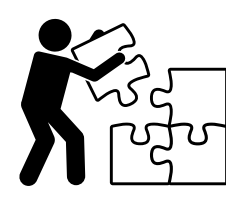


Very niche offering for a specific type of business in a specific industry

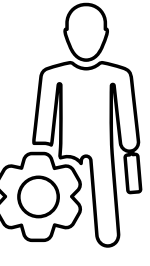


Software is being offered in in multiple markets


## Our Solution



Consistent authority building within their niche helped drive ranking



Providing technical assistance to aid in SEO best practice during website launch



Despite having an English-only website, relevant and engaging content drives high intent traffic

# Case Study

Mixed Reality, Prototyping, Training



Regional

Multiple Locations

Experts in mixed reality, this client has been pioneering VR, AR, MR and 3D Modelling to serve a variety of purposes and clients from startups looking for prototyping, to industry needs for training, digital agencies and governments. They joined us in early 2023, with the aim to broaden their visibility on Google and improve their rankings in order to help their ideal customers find them.

2023

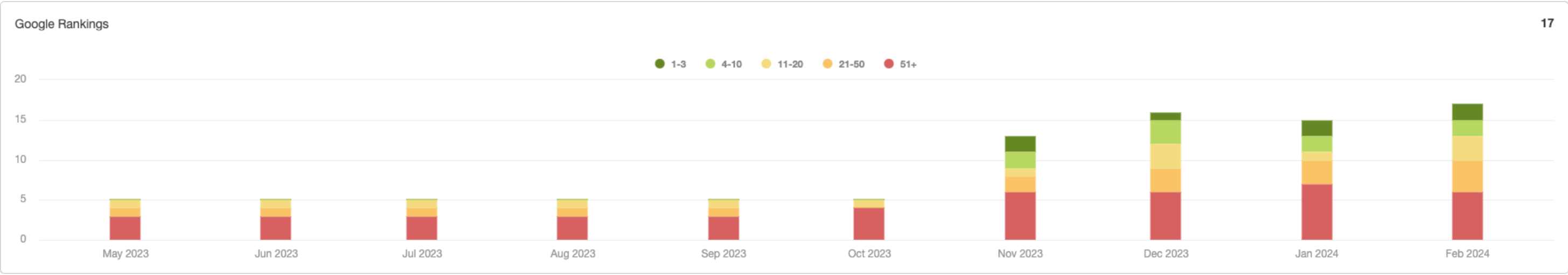
Year Started

50

Keywords

2

Blogs per Week



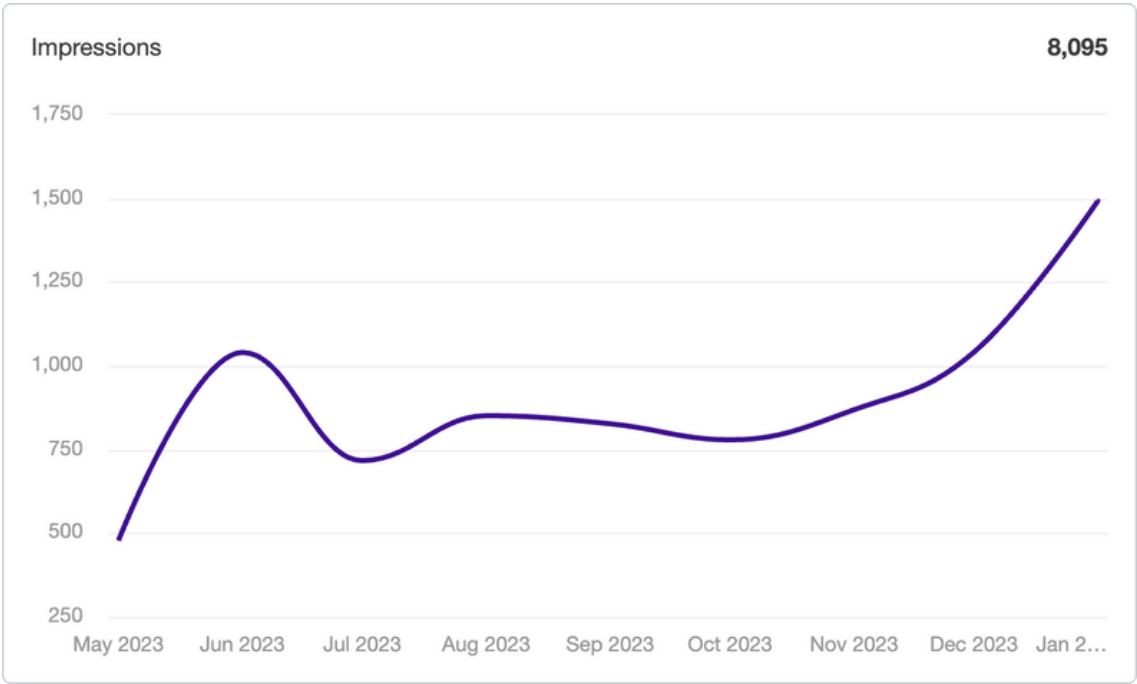
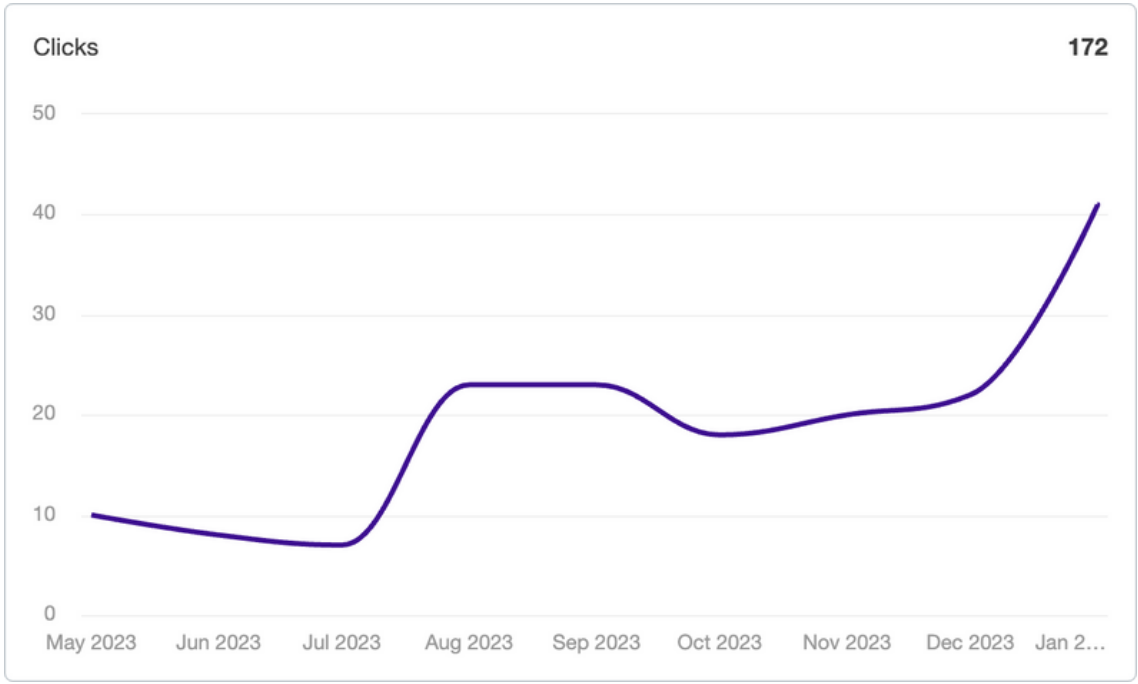
+ 807

Change in Google Ranking



3x

Increase in Number of Keywords Ranking



2x Monthly Clicks

They saw their clicks more than double within months of their SEO starting, helping drive increased potential business to them.

3x Users Seen

As a result of broadening their visibility, they had 3x more people looking at their website than when they started.

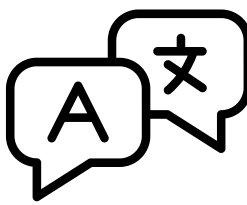
## The Challenge



They had an idea of the keywords they wanted to target, but weren't sure

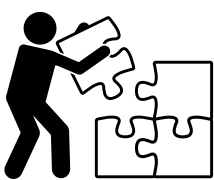


Very niche offering for a specific type of business in a specific industry

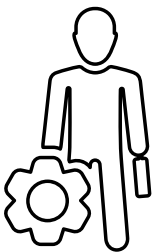


Solution is being offered in in multiple markets, all with high competition

## Our Solution



Consistent authority building within their niche helped drive ranking

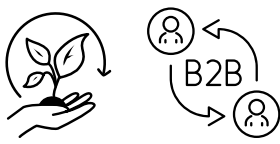


Research & analytics expertise helped them select the best keywords



Genuine, helpful content helped create visibility in all target markets

# Case Study



Agriculture, B2B



India

Protected Cultivation Specialists



Nationwide

The client is a cutting-edge provider of agricultural equipment and supplies, with a particular focus on protective equipment and innovative growing solutions. They aim to establish thought leadership by educating their clientele about technological advancements and by offering market leading protected cultivation solutions. They joined us in late 2023, with the aim to create visibility for their website in the keywords their target audience was searching for across the country.

2023

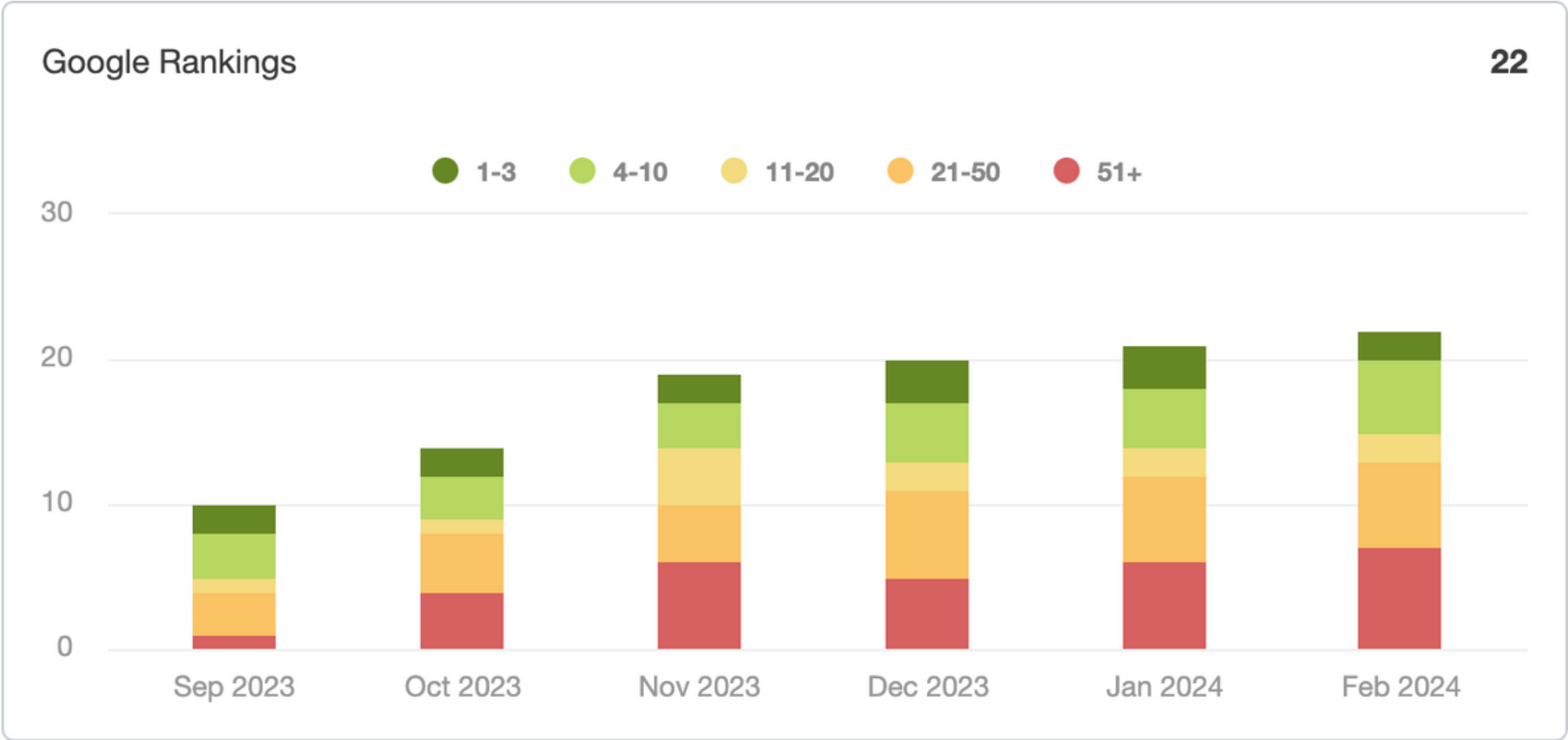
Year Started

25

Keywords

1

Blog per Week



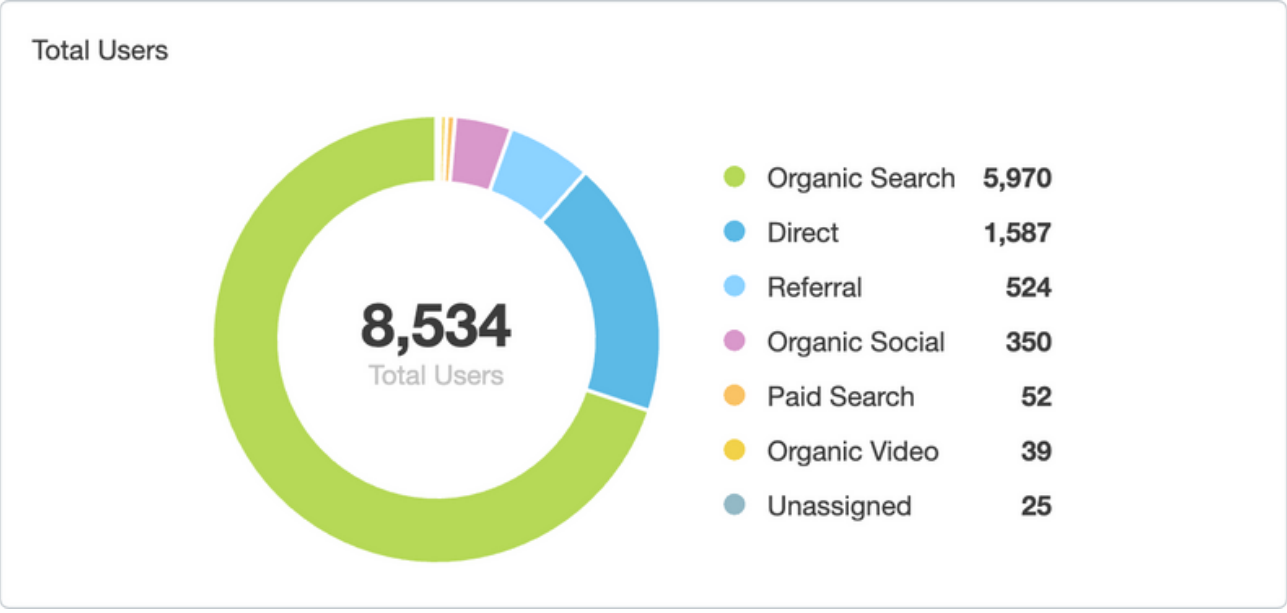
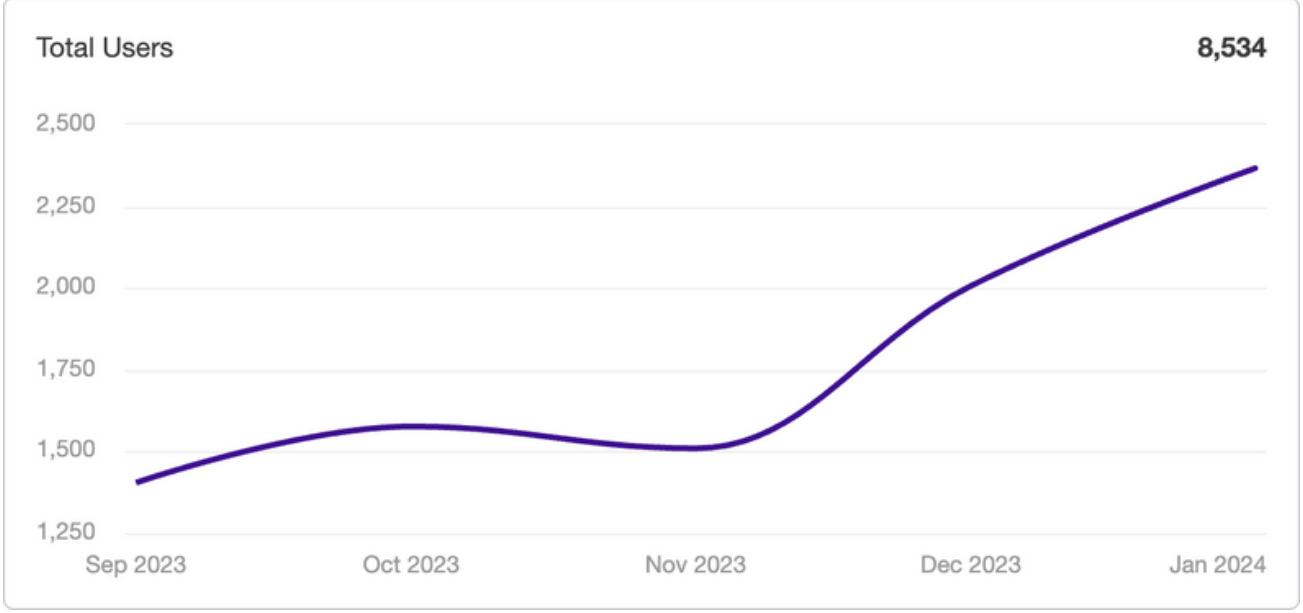
+ 717

Change in Google Ranking



12

New Keywords Ranking on Google



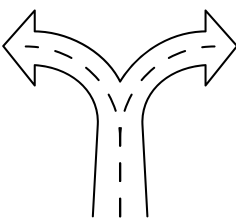
+68% Site Traffic

With a significant growth in ranking and visibility, this website is getting over 1,000 more visitors per month.

70% Organic Traffic Share

SEO provided a clear return on investment, with 70% of their traffic now coming from Organic Search.

## The Challenge



Keywords were very important to the client, but no firm choice existed



Internal team had working knowledge of SEO, but no specialists

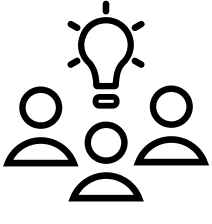


Very niche product in a high demand, high competition industry

## Our Solution



Periodic keyword research to focus keywords on high-intent traffic



Working in tandem with internal team to strategise & implement



Building authority in their niche helped start ranking their keywords

# Case Study Film & Photography, Equipment Rental

 Canada

Film & Photography Studio

 Local SEO

As the newest film & photo studio in their city, this client is aiming to provide a high quality experience to a variety of clients with filming needs in their area and compete with some of the most well established names in the industry. They joined us in mid 2023, with the aim to create visibility for their new website, which was only ranking for 2 keywords at the time, in order to start filling up their bookings.

2023

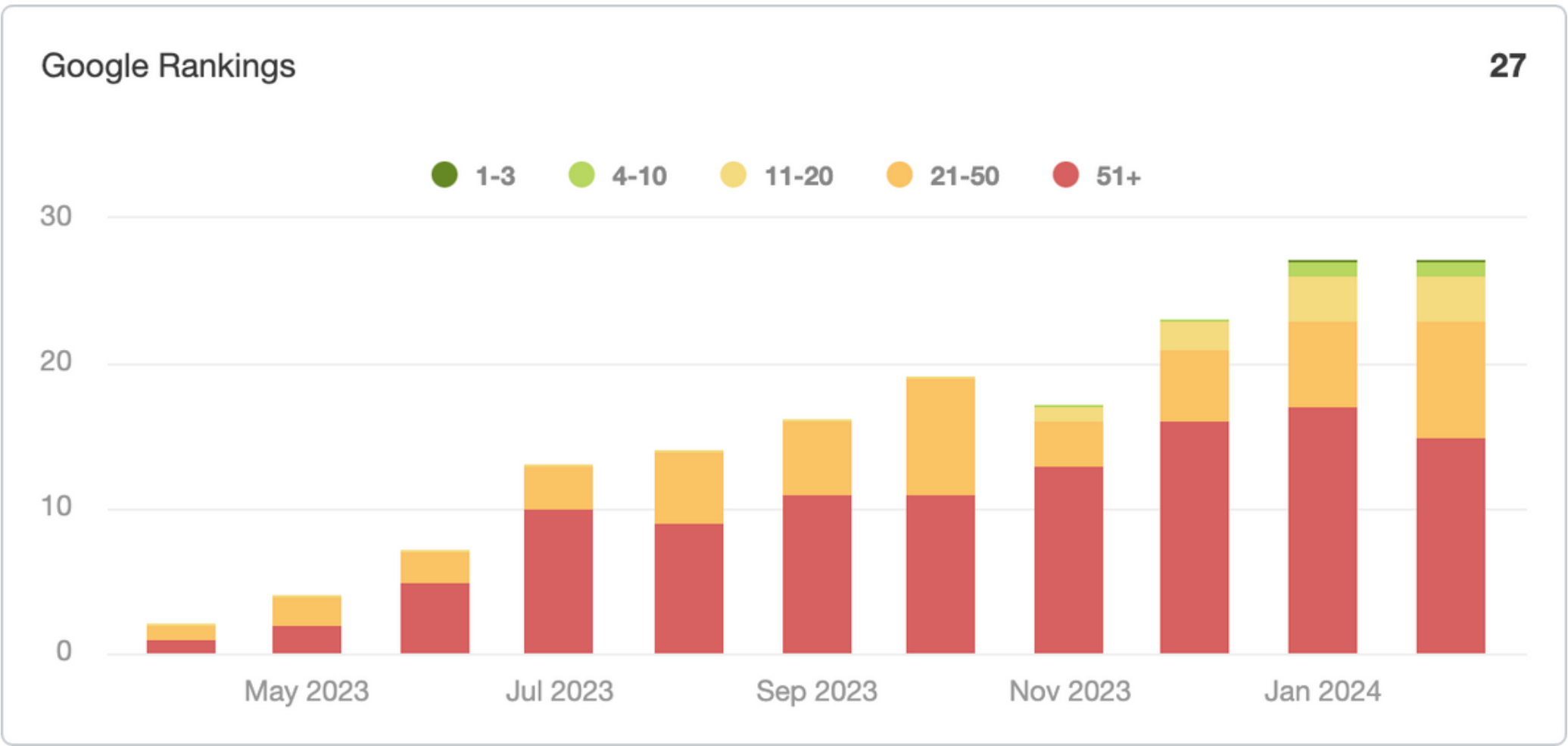
Year Started

50

Keywords

2

Blogs per Week



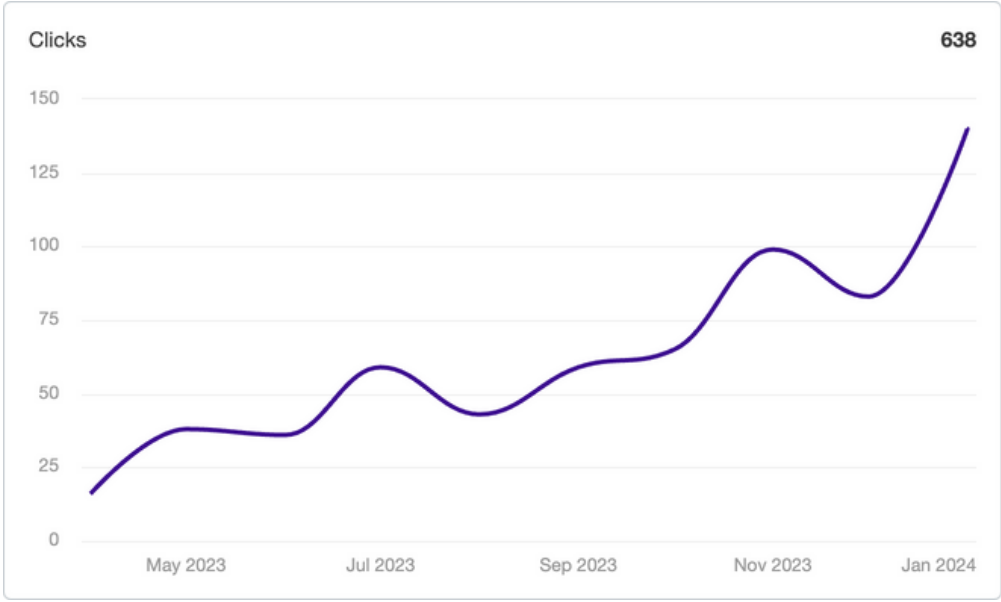
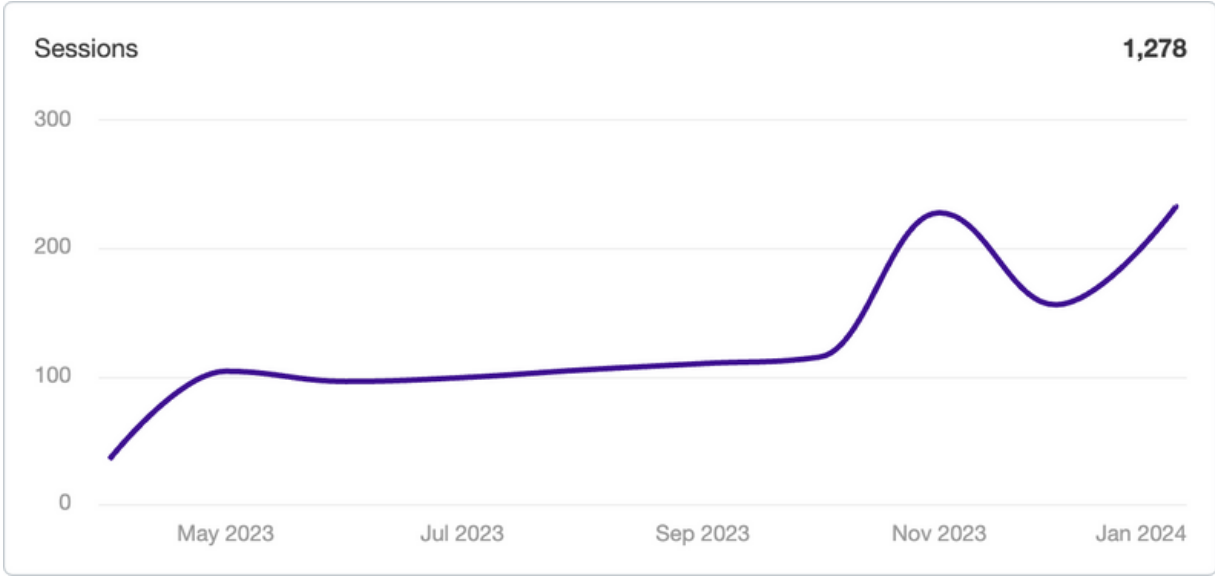
+ 1,312

Change in Google Ranking



27

Keywords Ranking on Google



## 6x Session Increase

With more visibility, the number of monthly sessions has gone up from less than 40 to over 200, a 6x increase.

## 9x Increased Clicks

SEO is delivering more and more business to their website each month, with significant increases in clicks.

## The Challenge



As a new entrant to the market, there was little existing brand awareness



Existing website was only ranking for 2 keywords, limited overall visibility

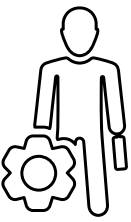


Company was looking for technical expertise to help with optimisation

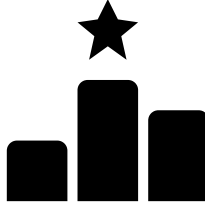
## Our Solution



Consistent asset-building has established authority for website on niche



Providing technical expertise in implementing SEO best practice



Content creation & outreach resulted in significant increase in visibility

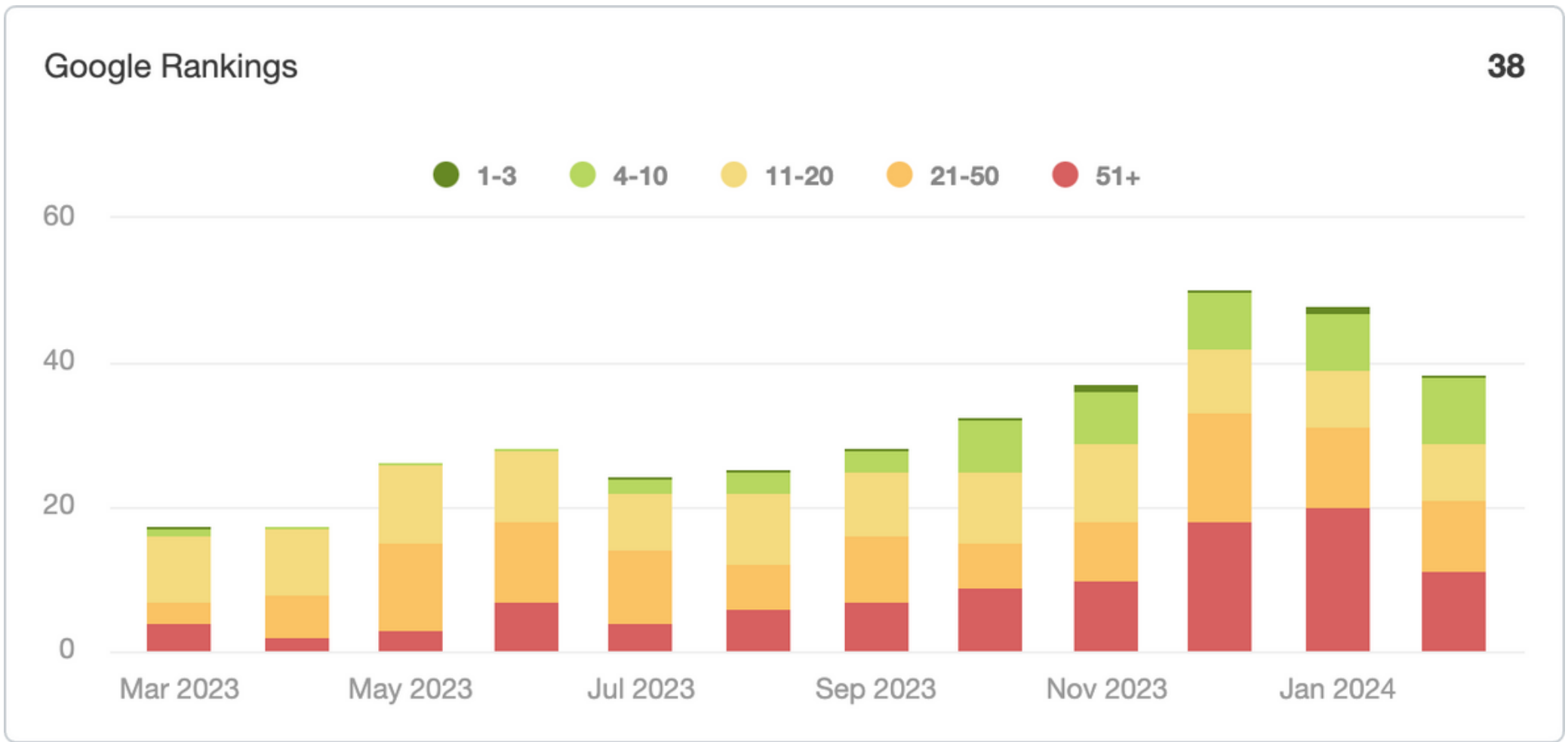
# Case Study

As a full service Legal Office, they have over 30 years of experience in their industry. Wanting to leverage this experience, they wanted to start creating content for their target audience to educate and inform. They joined us in early 2023, with the goal of increasing visibility for the very broad range of services they are able to offer across the country and making their website a hub for helpful, informative content.

2023  
Year Started

100  
Keywords

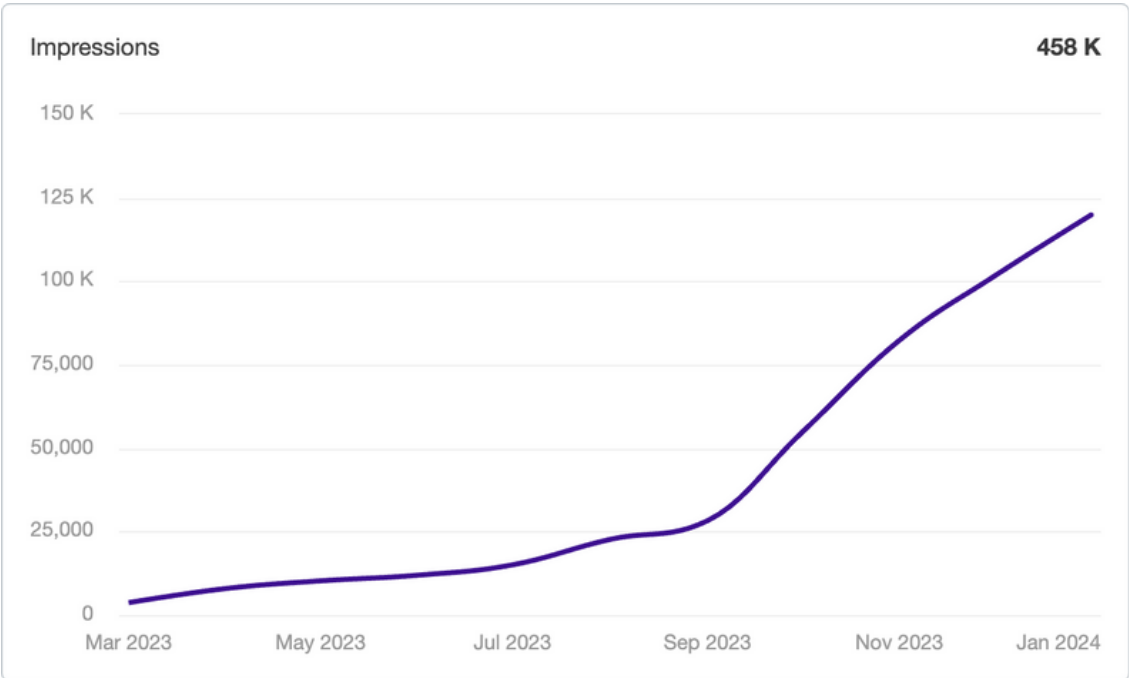
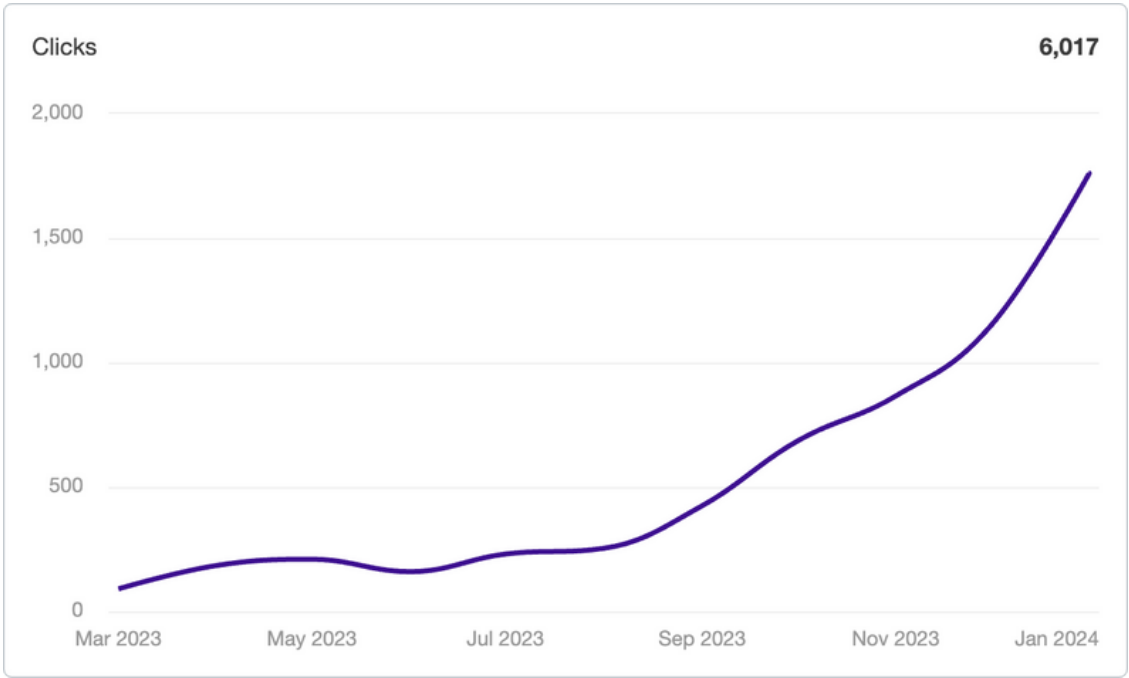
4  
Blogs per Week



**+ 1,384**  
Change in Google Ranking




**9x Increase**  
Top 10 Keywords on First Page




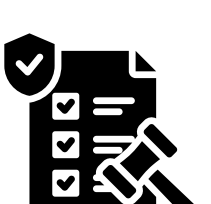
**17x Clicks**  
Increased visibility translated directly to a vastly increased number of clicks driving visitors to their website.

**3,000%+ Impressions**  
With improved ranking, optimisation & indexing, their visibility on Google skyrocketed.

## The Challenge


- 

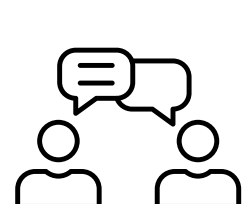
Limited internal understanding of SEO strategies & keywords
- 

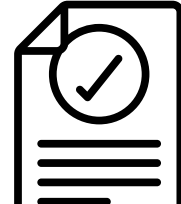
Highly technical, changing subject matter & laws in articles
- 

Strict local laws regarding informational integrity & fact checking

## Our Solution

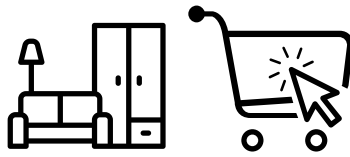
- 

Providing advise & guidance with selecting high-intent keywords
- 

Working in-tandem with legal team to ensure due diligence of facts
- 

Providing a flexible approval workflow to minimise client time commitments

# Case Study



Furniture, eCommerce



United Kingdom

Furniture Store



Nationwide

A family-run business, this client is committed to providing an easy going, satisfying experience to their customers. They believe in making a good night’s sleep accessible to everyone and want to become the market leader in their space by providing unmatched value and quality. They joined us in mid 2023, with a focused goal to boost visibility for their wide range of products and rank for high-traffic, high intent keywords to increase sales through SEO to maximise their marketing ROI.

2023

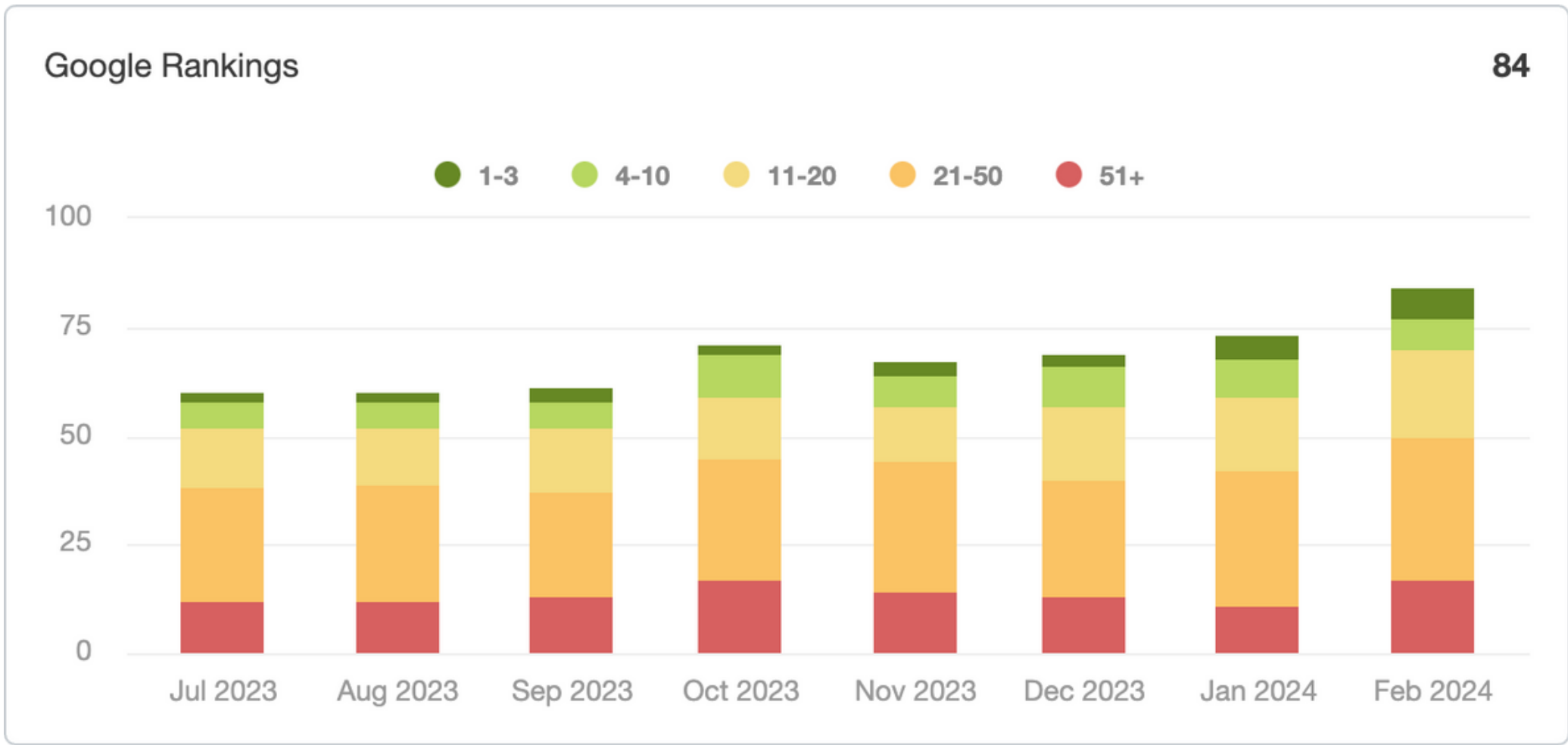
Year Started

100

Keywords

4

Blogs per Week



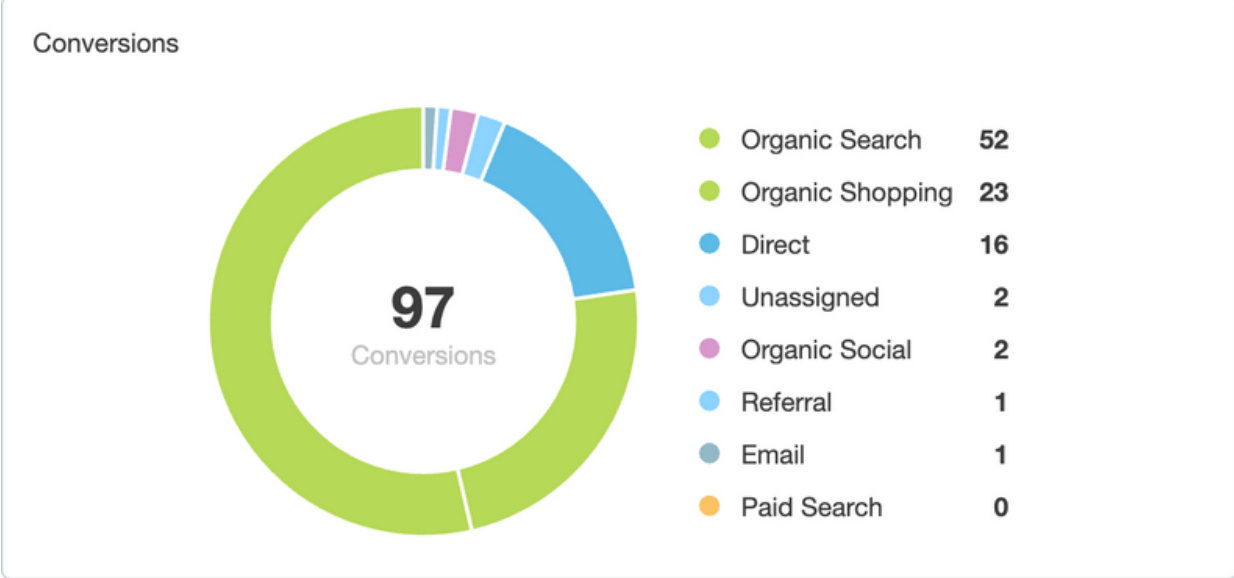
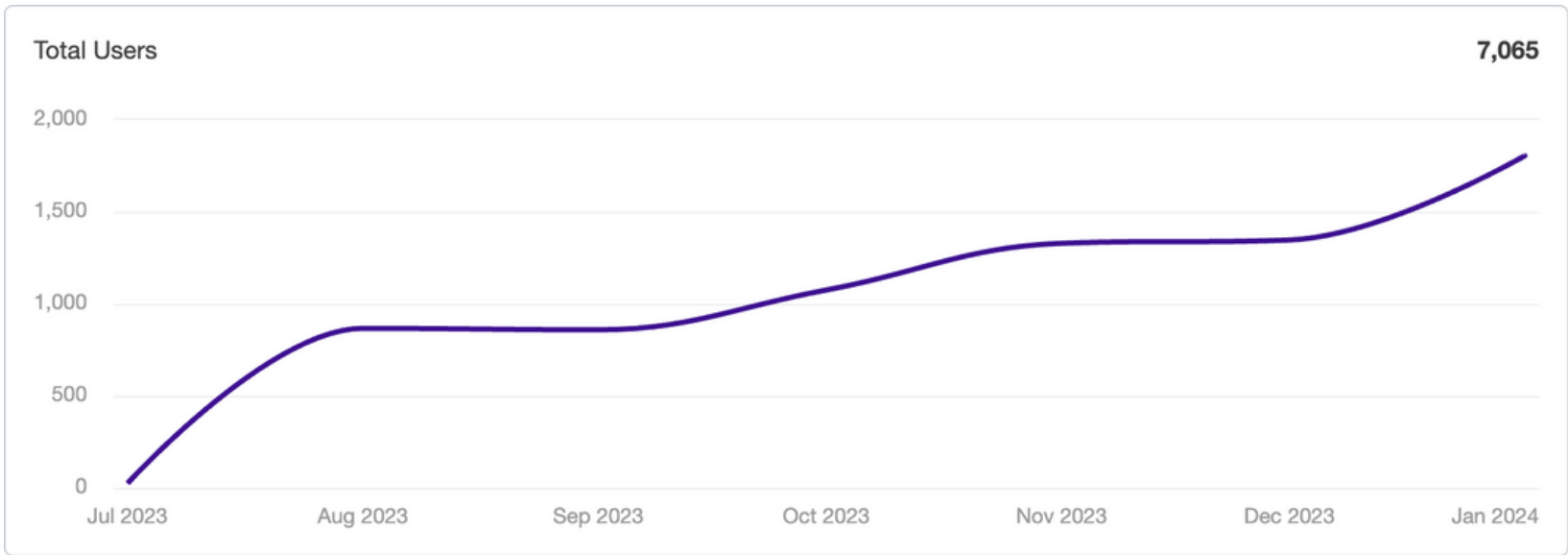
1,712

Change in Google Ranking



14

Keywords in Top 10 Positions on First Page



2x Traffic

With higher visibility & better indexing, traffic has doubled since they started with us.

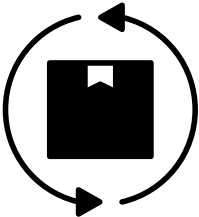
70% Sales from SEO

Providing a measurable, significant ROI, Organic Search & Shopping has become 70% of their total sales.

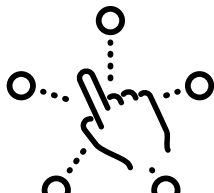
## The Challenge



Large number of pages due to products & categories



Website continues changing with products added & removed



Wide variety of products, authority needed to be built for multiple topics

## Our Solution



Highly experienced in-house Shopify team for optimisation

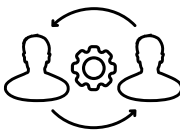


Working in-tandem with client team every time pages are changed/added



Capacity to produce extensive, high volumes of genuinely helpful content

# Case Study



Development, Outsourcing



United States

Nearshoring Developement Company



Local SEO

Founded in 2015, this company was created to cater to the development needs of companies of all shapes and sizes by providing high quality, near-shoring technical resources. Determined to do the very best job, they partner with the top 5% of tech experts only. They joined us in early 2023, with the aim to make their solutions known to their local market and generate leads.

2023

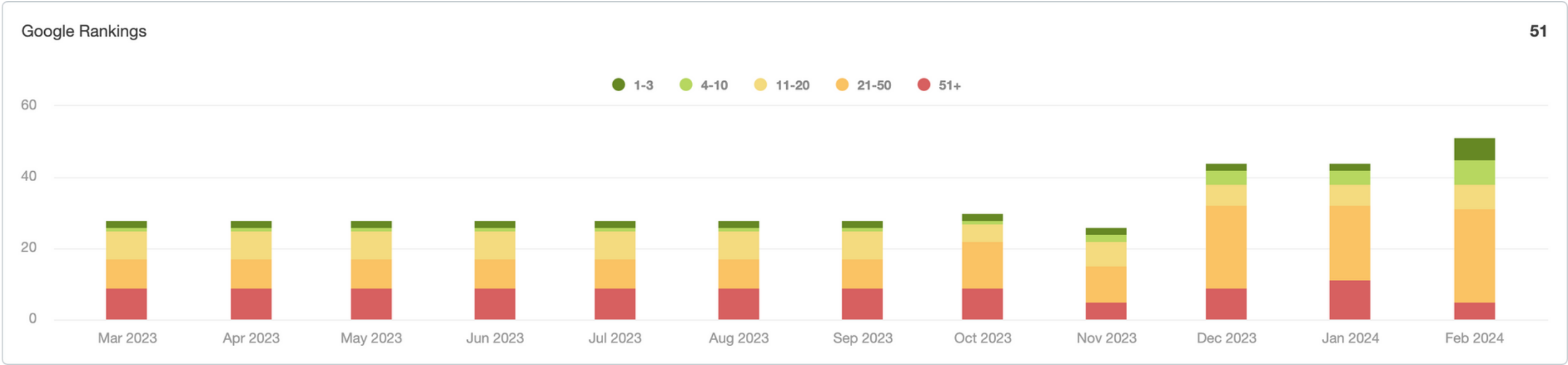
Year Started

100

Keywords

4

Blogs per Week



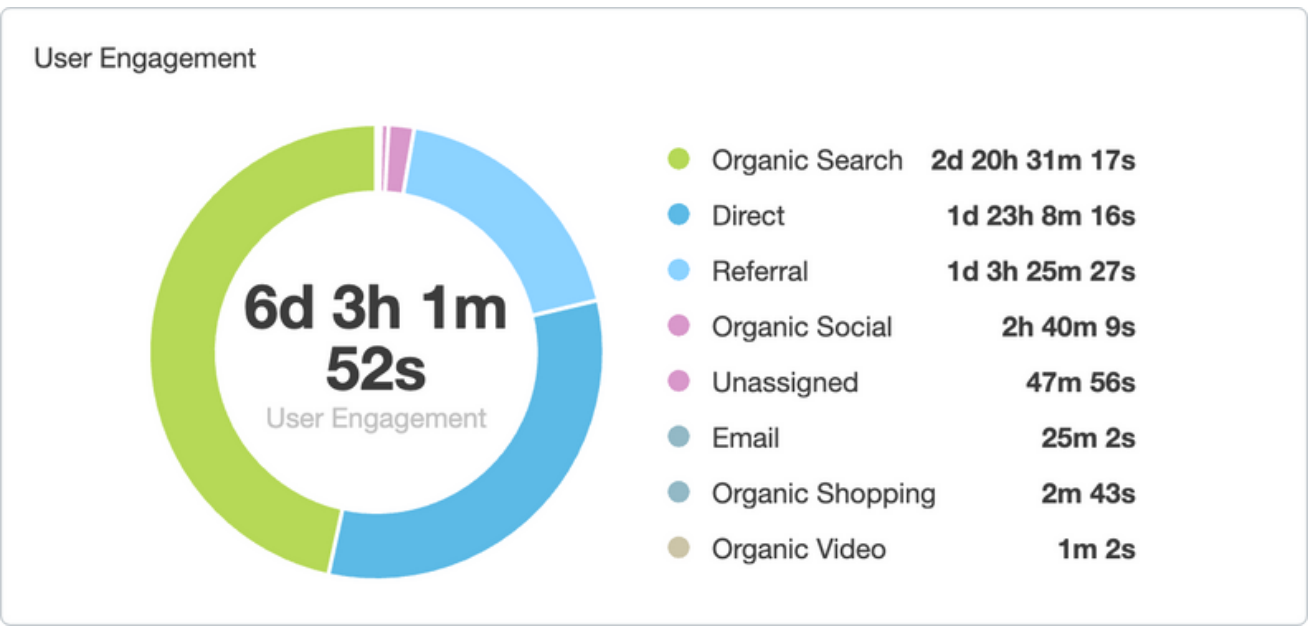
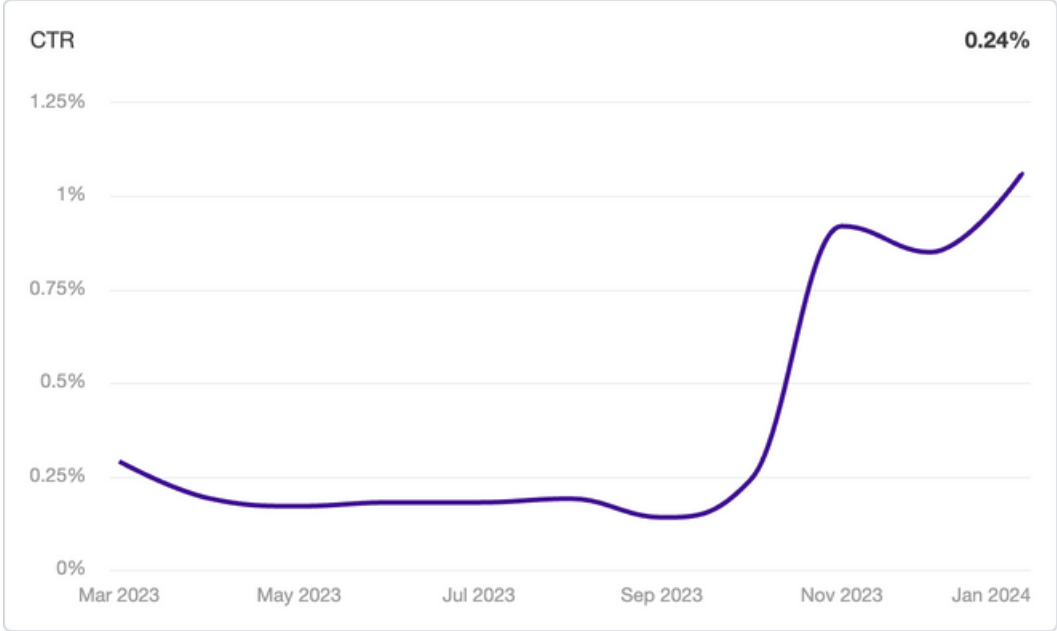
+ 2,040

Change in Google Ranking



13

Keywords in Top 10 Positions on First Page



3x CTR

It's not just about getting more views, its about driving real traffic - click through rates were up by over 3x.

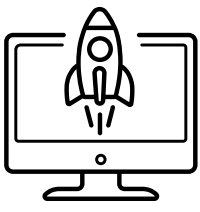
1/2 of User Engagement

Through focus on high-intent traffic, the users who find them organically make up almost half of all engagement.

## The Challenge



Did not know which keywords would be ideal for driving traffic



Needed help in finding realistic goals for their growth ambitions

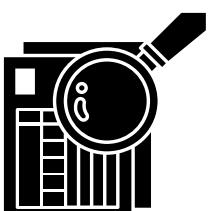


Great deal of optimisation required on-page

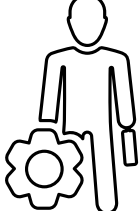
## Our Solution



Extensive keyword research helped arrive at the final selection



Access to vast datasets & experience helped make realistic choices



In-house technical specialists were able to complete all optimisation