



Date Range - October 2017 - June 2018

Case
Study

Search Engine Optimisation

Service
Experience

Key Areas
eCommerce SEO
Local SEO
CRO consulting
Web analytics/BI

The Client

Petbarn is one of Australia's biggest pet retailers with over 178 stores Australia-wide. The company has an omni-channel approach and sees this as one of their biggest advantages over pure-play competitors. Petbarn have a big focus customer experience as evidenced by their great work around loyalty and acquisition.

The Objective

Increase total online revenue for the 2017/2018 financial year by 100% while improving online to offline attribution and outcomes.

Year on year online
revenue uplift

80%

Year on year organic
revenue uplift

67%

Uplift in Google My
Business actions YoY

47%

Uplift in blog traffic

125%

Our Approach

The Challenges

We knew we had a steep challenge ahead of us with the lofty goals that were set - especially because we were starting on them half way through the financial year. We also had the added challenge of working with a highly customised website that provided some challenges around site speed, customisation, and access.



The Strategy

Click through rate - The first area we saw for improvement was click through rate. With some relatively good positions on important keywords, we knew that an important task would be to get people clicking on our client instead of competitors within the search results. We improved this by increasing the prominence of USPs and adding clarity to meta titles and descriptions.

Technical improvements - The next task in our list was to get technical SEO elements up to scratch. Unlocking a number of technical challenges allowed us to compete far more effectively for a wider range of searches.

Business intelligence and advice - Although our primary engagement is for SEO and PPC services, we found ourselves in a position to gain insights and data for Petbarn outside of the typical scope. Custom tracking and reporting was employed to uncover areas of price sensitivity, common out of stock occurrences, and user frustration tracking.

Long-tail searches - The massive range of products offered by the company mean that there are a wider range of searches that they can possibly appear for. Our work around long-tail keywords for ecommerce categories and products allowed us to capture significantly more motivated users. Similarly, attracting more users through the blog can be heavily attributed to the uplift

