

# SEO CASE STUDY

## TRIAL TO MONTHLY CAMPAIGN

### GALACTIC FIREWORKS

In late January 2011 Tony Hooton, one of Move Ahead Media's founding partners, was introduced to one of our commercial partners' clients, Galactic Fireworks. As you can tell from the name Galactic specialise in providing Fireworks and their on line business was highly dependent on pay per click campaigns due to a lack of rankings in the organic listings on Google.

Galactic Fireworks had used other SEO services and were, understandably, wary of us delivering the results. "Put us to the test" – Tony said. "We'll not only target the main term Fireworks but also the next 19 most highly searched variations. Once you see the movement you'll have the confidence and trust to work with us on going." And so it was agreed.

## Ranking Analysis:

- Feb 7<sup>th</sup> the initial report showing the current rankings before we start.
- Mar 7<sup>th</sup> three additional terms on page one – continue on a monthly basis. Target was Fireworks top of page one in time for Fireworks night 5<sup>th</sup> Nov.
- Apr – Nov continual improvement for all terms culminating 12 terms on page one and Fireworks in position 2 in time for the annual peak.

### Ranking Analysis

Description: This report shows the positions of your website in the search engine results

For: Galactic Fireworks

<http://www.galacticfireworks.co.uk/>

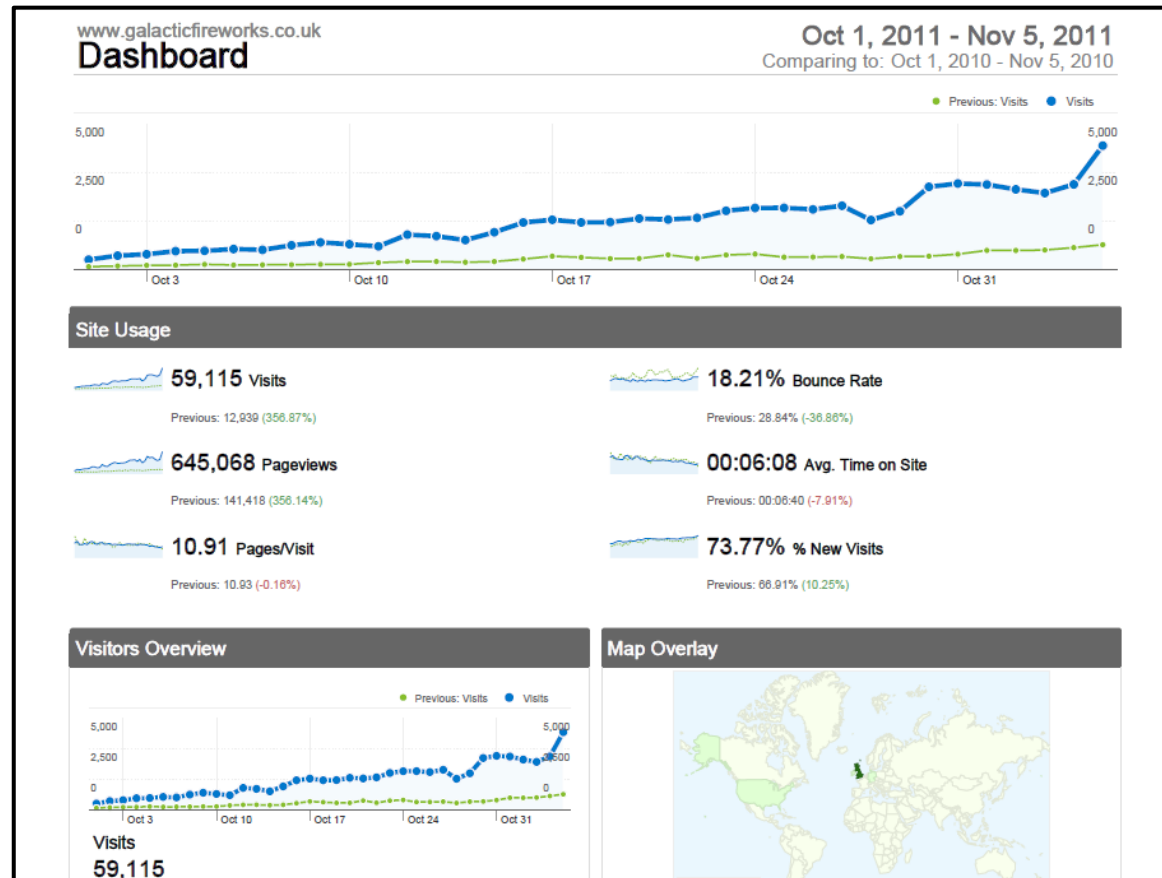
Date Range: 7th February 2011 to 7th November 2011

Google UK (World-wide search)

Keywords	7 <sup>th</sup> Feb	7 <sup>th</sup> Mar	7 <sup>th</sup> Apr	7 <sup>th</sup> May	7 <sup>th</sup> June	7 <sup>th</sup> July	7 <sup>th</sup> Aug	7 <sup>th</sup> Sept	7 <sup>th</sup> Oct	7 <sup>th</sup> Nov
<b>brothers fireworks</b>	11	8	8	8	8	8	6	3	3	3
<b>brothers pyrotecnics</b>	29	8	8	9	10	7	9	7	7	7
<b>buy fireworks online</b>	-	32	29	17	17	13	5	5	5	1
<b>cheap fireworks</b>	-	9	10	7	10	8	3	2	1	1
<b>cosmic fireworks</b>	9	8	9	8	6	9	8	7	7	9
<b>discount fireworks</b>	-	-	-	-	-	-	-	-	-	-
<b>epic fireworks</b>	7	8	9	13	17	12	11	10	11	11
<b>fireworks</b>	-	30	37	30	22	22	13	14	10	2
<b>fireworks buy</b>	-	23	34	29	38	36	56	21	5	10
<b>fireworks for sale</b>	-	16	18	19	19	18	11	12	10	10
<b>fireworks international</b>	14	16	16	14	16	13	10	11	12	15
<b>fireworks online</b>	-	48	50	26	25	20	16	17	15	14
<b>fireworks sale</b>	-	16	17	17	17	17	13	13	11	7
<b>fireworks shop</b>	-	21	16	12	14	12	10	11	11	8
<b>fireworks uk</b>	29	18	12	12	11	11	7	7	3	1
<b>flying lanterns</b>	-	-	95	-	-	86	-	-	-	-
<b>ice fountains</b>	13	13	9	7	6	6	4	5	5	4
<b>loud fireworks</b>	-	-	-	-	-	-	-	-	-	-
<b>wedding fireworks</b>	-	-	-	-	-	-	-	-	-	-

## Analytics

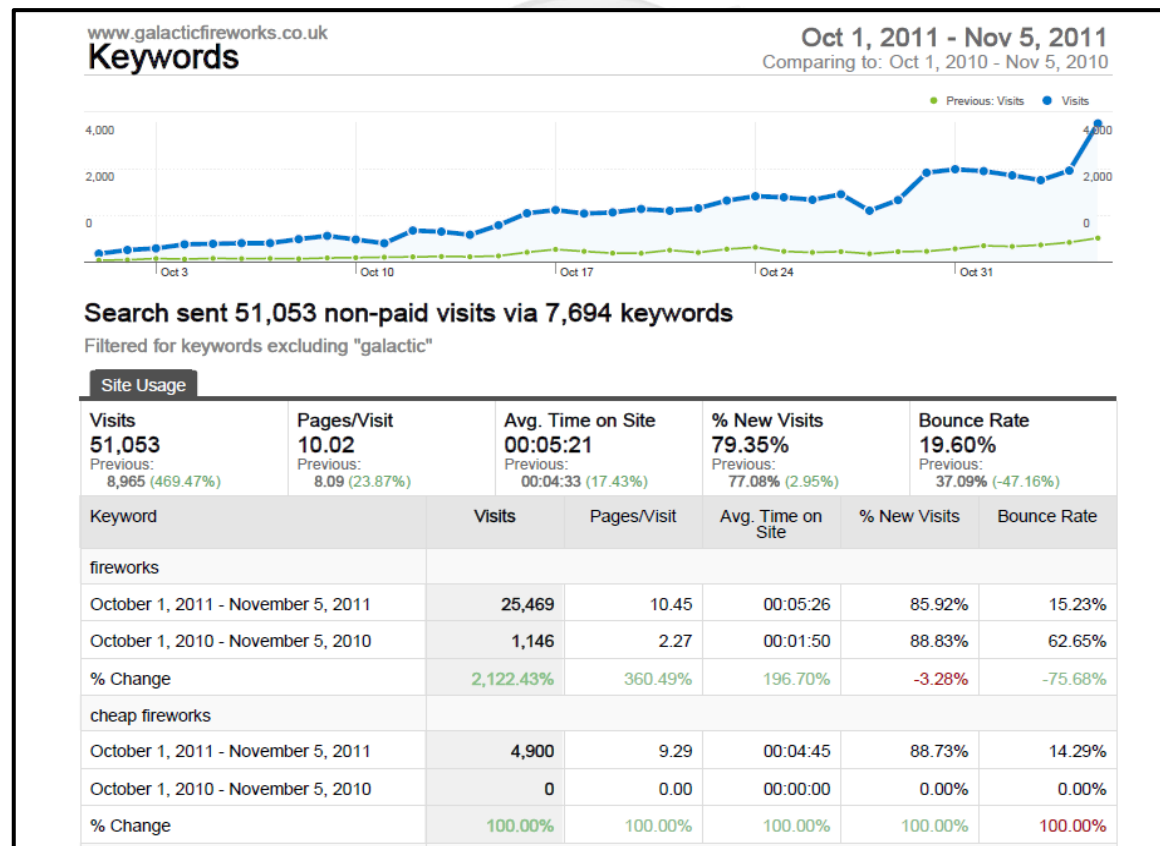
What did these rankings produce? Comparing 2010 to 2011 for the busy season Oct 1<sup>st</sup> to Nov 5<sup>th</sup> we can see that 2011 proved to be a fantastic year for visits to Galactic's site. 356% up on 2010 for overall visits – plus – a reduced bounce rate from 28% down to 18%. Not only a massive 47,000 increase in visits for this month but much more relevant as well.



## Keyword Analytics

In 2011 Galactic Fireworks didn't run their Adwords campaign; as you can see above the increase in number of visitors meant that there was no need to have PPC running as well. According to Google adwords estimator Fireworks would cost £0.56 per click and in position 1 expected CTR would be 275 per day – i.e. 9,900 visits for the period 1<sup>st</sup> Oct to 5<sup>th</sup> Nov.

Looking at the stats from analytics we can see that in this period there were 25,469 non-paid visits for Fireworks – this would've cost £14,262 if they had been on PPC. Over double what was invested into SEO with Move Ahead Media. In total for this same period Galactic received 51,053 non-paid visits from 7,694 different keywords – EXCLUDING any keywords that included the term "galactic".



fireworks uk					
October 1, 2011 - November 5, 2011	1,679	11.74	00:06:08	79.63%	16.08%
October 1, 2010 - November 5, 2010	28	6.82	00:02:17	53.57%	32.14%
% Change	5,896.43%	72.13%	167.69%	48.64%	-49.97%
buy fireworks online					
October 1, 2011 - November 5, 2011	1,460	10.86	00:05:33	88.36%	10.68%
October 1, 2010 - November 5, 2010	9	10.11	00:03:32	33.33%	33.33%
% Change	16,122.22%	7.40%	57.08%	165.07%	-67.95%
fireworks for sale					
October 1, 2011 - November 5, 2011	1,176	10.76	00:05:40	82.23%	16.07%
October 1, 2010 - November 5, 2010	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
buy fireworks					
			1	Google Analytics	

October 1, 2011 - November 5, 2011	1,160	10.07	00:05:02	90.17%	14.91%
October 1, 2010 - November 5, 2010	3	8.67	00:06:04	100.00%	33.33%
% Change	38,566.67%	16.21%	-16.83%	-9.83%	-55.26%
big fireworks					
October 1, 2011 - November 5, 2011	412	9.41	00:04:50	88.11%	19.66%

For Galactic Fireworks this has been a truly successful campaign. Over half the visits have come from other key terms with many of them, such as Cheap Fireworks, terms they never received visits for.

**How was it achieved? Trial Campaign – to build trust >>>> Monthly on going >>>>> Conversion Analysis**

**Contact Move Ahead Media today for your bespoke quotation: [sales@moveaheadmedia.com.au](mailto:sales@moveaheadmedia.com.au)**