

Ziwi Online Ltd Case Study

URL: <http://www.ziwi.co.nz>

Platform: Ecommerce Website

Product: Online Books, Online Book Sellers, Online Book Store

Campaign: Search Engine Optimization

Time Frame: August 2009 - April 2010

Background:

Ziwi.co.nz is 100% New Zealand owned family business with a modern take on an old-fashioned hobby. Anthony Keeling started Ziwi in his spare time in 2006 after getting sick of being charged exorbitant prices for books by existing NZ retailers. Ziwi.co.nz sets out to create a small online bookshop, offering good old fashioned friendly customer service along with some of the lowest prices in New Zealand for books.

Challenge:

When it was the time to make website: www.ziwi.co.nz noticeable in the race of Search Engines, Company approached eSign Web Services for performance driven Landing page optimization and link building campaign. Company was looking forward for:

- Getting High ranks for industry relevant keywords
- Getting high traffic of potential and focused customers on the site
- Getting the website main pages and book pages optimized for relevant keywords
- Implementing all important on-page changes on website that were missing
- To be completely optimized and suitable links created in order to rank on Search Engines
- Running an aggressive link building campaign to improve web popularity
- Getting highly relevant and PR link building campaign

Our Strategy:

We accepted the challenge. Using a planned approach, our SEO team started off with:

- Comprehensive keyword research to choose some highly relevant, geo-targeted and long tailed keywords, which could provide high return on investment.
- All web pages including book pages of the website were optimized for the industry relevant keywords which included re writing Title tags, Meta tags, editing and optimizing page text, optimizing image names & alt tags, and writing title attributes for navigation menu to attract more traffic and improve search engine rankings
- On the other side our link building team initiated a link building campaign to improve the link popularity of the website using keywords to form different sets of anchor text. All links were generated in conformation with our stringent quality guide lines.



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- Article syndication was done along with consolidating the brand and popularizing the website in relevant online communities to draw some referral traffic as well.

Results:

SEO Ranking Report

Report Overview			
Checked URL's	http://www.ziwi.co.nz		
Brief Ranking Report			
KEYWORDS	GOOGLE NZ	YAHOO NZ	BING NZ
Second Hand Bookshops New Zealand	1	3	1
Cheap New Books	1	4	2
Book Stores Online	1	4	5
Online Bookshops New Zealand	7	1	1
Cheap Books New Zealand	1	5	5
Book Online Store	2	5	3
Cheap Book Online	1	8	10
Book Distributors New Zealand	4	8	3
Online Bookstore New Zealand	6	9	5
New Zealand Bookshops	8	7	3



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Google Analytic Report



Traffic Sources Overview



Before

■ Direct Traffic	193.00 (59.94%)
■ Search Engines	80.00 (24.84%)
■ Referring Sites	49.00 (15.22%)



After

■ Search Engines	3,410.00 (85.68%)
■ Direct Traffic	407.00 (10.23%)
■ Referring Sites	163.00 (4.10%)

Conclusions:

- Website is ranking for all the targeted keywords on Google, Yahoo and Bing search engine.
- As a result of running effective On-page and Off-page SEO campaign, the traffic from referring sites improved tremendously.
- The traffic for the targeted keywords has shown remarkable growth, improving the overall page-rank of the site.

Client Testimonial

"Knowing where to go and what to do can be difficult. We knew that we wanted to grow and increase our marketshare. But we had no idea on how to go about it. That is when we met the wonderful people at eSign Web Services. With their ingenious ideas and clear concepts, our vision was realized. Thank you!"



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