

Integrated Search Marketing for Gopak

Gopak sells lightweight, portable folding aluminium tables, chairs and staging. The company started in 1947 as a one man operation, manufacturing innovative pieces of furniture from a small workshop in East Sussex. They now sell hundreds of items, many of which are made to order. Their website has enabled them to extend their reach to the whole of the UK, and search engine optimisation (SEO) was essential for allowing them to reach the widest possible audience.



The Business Brief

Gopak tasked SiteVisibility with continuing the results achieved after their initial SEO Audit. The goals of the on-going campaign were to increase organic traffic and the revenue from organic traffic, as well as increase the overall efficiency of the paid search campaign.

The Strategy

We designed our integrated organic and paid search campaign in order to establish long-term results, and we focused on:

- 🌸 Linkbuilding and direct customer engagement with Yahoo! Answers.
- 🌸 Directory submissions.
- 🌸 Direct communication with potential customers in various forums.
- 🌸 Backlink analysis.
- 🌸 Conversion optimisation.
- 🌸 Creation and syndication of keyword rich articles.
- 🌸 Meta-data recommendations for new pages.
- 🌸 Reducing overall Cost of Sale for Paid Search.

Campaign Results

Comparing the period of May-September 2011 to the same period in 2009, the following results have been achieved:

- 🌸 Revenue from non-branded keywords up 42%
- 🌸 Non-branded search traffic up 45%
- 🌸 Natural search traffic up 39%
- 🌸 Total revenue from natural search up 13%

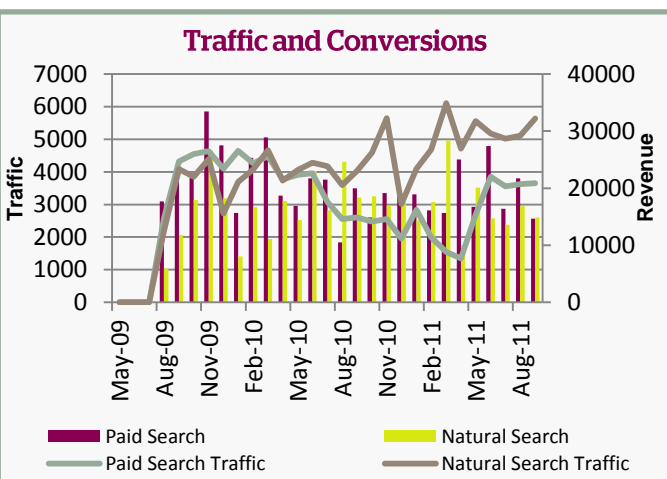
Continued Success in 2011

Organic Search (Q2 2011 vs Q2 2010):

- 🌸 26% increase in SEO traffic
- 🌸 35% increase in non-branded search
- 🌸 38% increase in in-bound links

Paid Search (Q2 2011 vs Q2 2010):

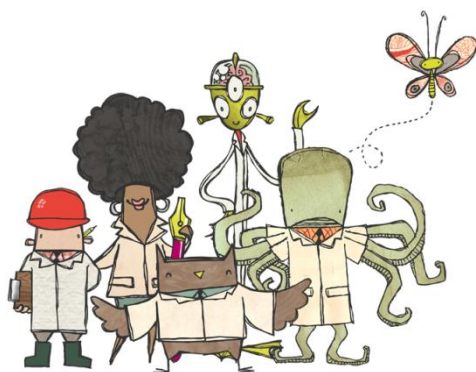
- 🌸 26% increase in revenue
- 🌸 12% reduction in total cost
- 🌸 110% reduction in Cost per Conversion



Testimonial

“We appointed SiteVisibility in 2009 to improve the natural search rankings, keywords and phrases key to our business. Two years later, and having added Paid Search to the campaign, we are very pleased with the results achieved and our positive working relationship. Search is the driver of our ecommerce success.”

Andrew Fieldwick
Managing Director,
Gopak



We can do the same for you

T: 01273 733 433
E: sales@sitevisibility.com
W: www.sitevisibility.com
@SiteVisibility

SiteVisibility, Kingslake House | 1-5 Union Street |
Brighton | BN1 1HA
83 Victoria | London | SW1H 0HW