

2009

# Arrow Internet Marketing

SEO Case Studies





## Avenue Plastic Surgery

“Prior to our involvement with Arrow Internet Marketing, approximately 15 per cent of our patient referrals came through the Internet. This has increased to more than 50 per cent and growing. With Arrow, we have had a huge increase in traffic to our websites. This has facilitated significant growth of the practice and, in terms of results has been the best marketing dollar we have spent.”

*Dr Allan Kalus  
Avenue Plastic Surgery*



### Background

Avenue Plastic Surgery, provides cosmetic surgery for patients Melbourne, regional Victoria, interstate and overseas. They provide an unparalleled standard of care for patients before, during, and after their surgery.

### Objectives

With an excellent reputation in the industry and several established marketing channels including repeat business, referrals and online, the goal of Arrow Internet was to enhance Avenue Plastic Surgery’s online presence, thus generating more patient leads and establish strong brand values for prospects and existing clients.

### Methodology

1. Select the most searched procedures in cosmetic surgery.
2. Use standard SEO with article distribution and video optimisation.

### Results

- Unique visitors to the site increased by 5000+ in 6 months
- They dominate page 1 listings with top 3 organic results for most prominent Keywords
- 317% increase in organic traffic



## Golf Works

Due to the success of the online campaign Golfworks has recently been sold to Drummond Golf to be used as Drummond Golf's online store.

### Background

The aim of the Golf Works site is to help the golfer, continue to enjoy and get the most out of their game. From assisting them in making the right selection of golfing equipment with the ease of online shopping to providing additional services to enhance the game.

### Objectives

The primary goal of AIM (Arrow Internet Marketing) was to drive traffic to the website thus increasing interaction and sales.

### Methodology

1. Golf works came onboard in July 07
2. Focused on 15 Keywords
3. Marketing Strategy centered solely on SEO

### Results

- Six months into the project
- 10 Keywords @ #1 on Google
- 2 Keywords @ #2
- Map listing @ #3
- Sales increased from 5per month to 50 per day.





## Venue Zone

“Every business owner can look back over the years and see things that could have been done more effectively and search engine marketing is just ‘that thing’ to us. Arrow Internet was a great find for us. We had met with other SEO companies before, but I was impressed by the personal service that we received from Arrow Internet and their commitment to our business. They have backed up every promise, including SEO results, which have been astounding. Page one results are not an easy thing to guarantee with the SEO competition around these days and we currently have 20 of our chosen keyword phrases on page one of Google with more being optimised on as the business grows.”

*Lea Macdonald,  
G.M Lee way Promotions*



## Background

The Venue Zone is an online resource to locate and book venues for corporate and conference events. It services corporate clients by providing them with an online search tool to request quotes from shortlisted venues that meet their requirements. Being primarily an online service, an effective Internet presence has always been very important for the business. Google Ad words was used as a sole marketing tool up until the time that Arrow Internet Marketing was engaged to drive non-paid organic traffic.

## Methodology

1. Focused on 15 Keywords
2. Marketing Strategy centered on SEO whilst reducing the Adwords spend.

## Results

- Web lead volume trebles in less than 6 weeks.
- Business Managers and staff are more productive as they focus on closing qualified leads.



## Kidspot

“Organic rankings are crucial for our business. While there are many so called SEO gurus, (and we have tried many of them) the team at Arrow Internet has high-level of expertise and the tenacity to deliver.”

*Katie May*  
CEO Kidspot

## Background

Kidspot Australia is about simplifying the parenting journey right from pregnancy to toddlers. Launched in 2005, Kidspot started as a directory for maternity, baby, and kid related products. Now boasting the most comprehensive directory for parents in Australia - it is where mums go. It has a very strong community for mums to share stories, issues, joys and connect in a moderated, private forum.



## Methodology

1. Site-wide optimisation across 50 search terms
2. Winning phrases that will help us get would be mums as visitors.

## Results

- Arrow Internet was engaged initially on a six month project more than 2 years ago and has continued to work in collaboration with Kidspot's in-house team. Working on various sections of the site, it is now on page 1 for over 2000 key-phrases.
- A significant increase in organic traffic leading to six figure Unique Visitors p.m.