



Client Name

# Renaee Jamieson

Swimwear Manufacturers Australia

**Website: [www.chillipop.com.au](http://www.chillipop.com.au)**

## Website Profile

Chillipop.com.au is one of the rare kinds of online fashion clothing suppliers. The company offers several value added services in a highly interesting and unique way. One of their chief speciality areas is Australian made Bikini which you can order as per your liking and fancy.

## Ranking At Start

Swimwear Manufacturers Australia	⋮	N/A
Complete Production Packages	⋮	N/A
OEM Stretchwear Manufacturer	⋮	N/A
Australian Made Bikini	⋮	N/A
Australian Made Togs	⋮	N/A
Australian Made Swimsuit	⋮	N/A
Australian Made Swimwear	⋮	N/A
Swim Club Uniforms	⋮	N/A
Garments Manufacturing Companies in Australia	⋮	N/A

## Client's Goals

The CEO of Chillipop, Loretta Berry, made it clear to WillShall. that his goals were to:

- Increase organic traffic 12% per month
- Increase the number of keywords on the first two pages of Google results
- Increase booking of Swimsuits, Bikini, Swim Unifrom
- Target region: Australian

## The Challenge

When Chillipop approached WillShall, their objective was not only to drive traffic but to increase the number of leads. The target audience was well to do Australian who wanted to order custom manufacturing of undergarment. The whole point of the internet marketing campaign was to get people CHILLIPOP website and do the lead generation. Targeting this small group of people and generating sales through organic searches was the biggest challenge.

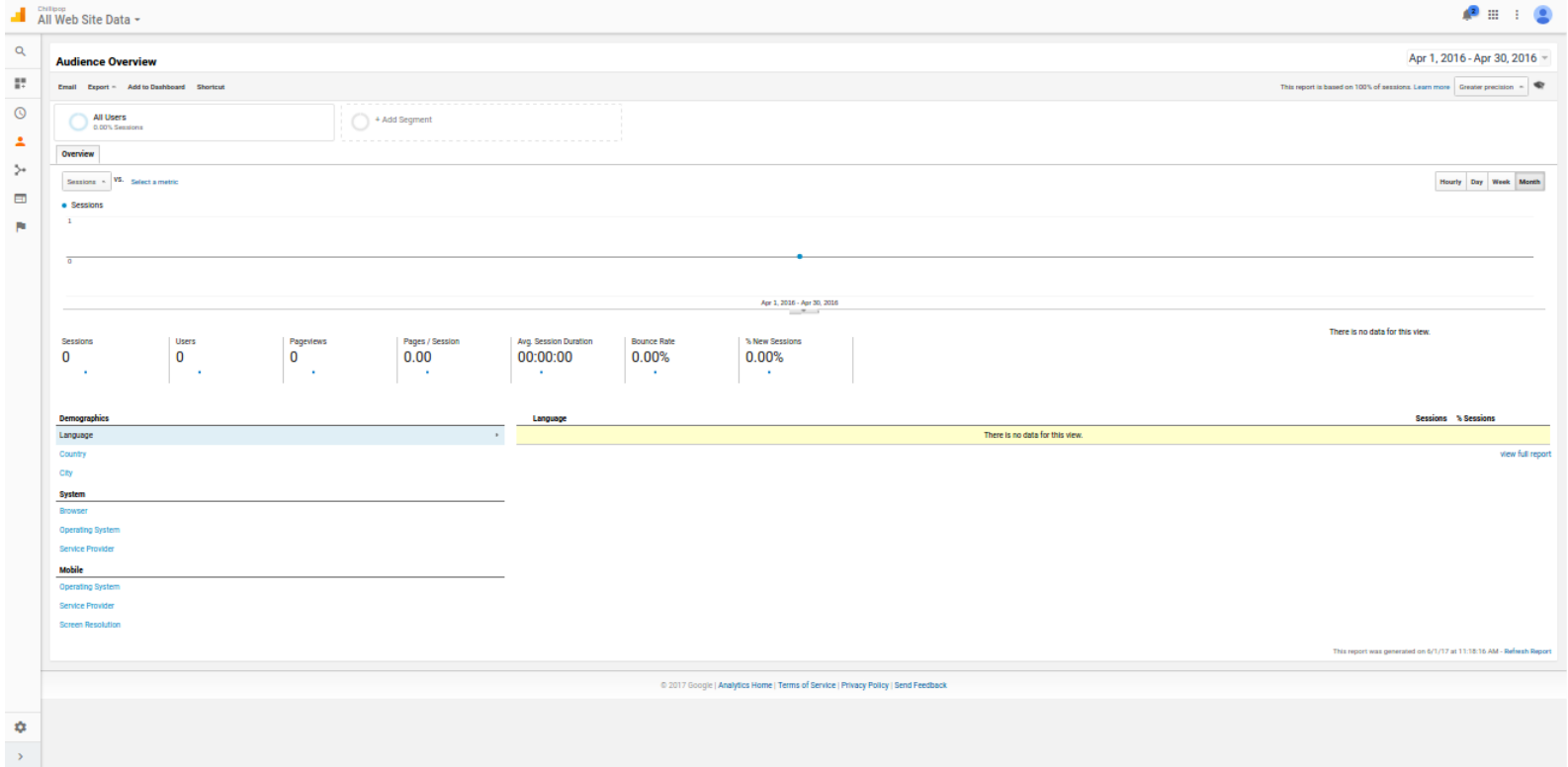
## The Strategy

After having various conversations with the client, WillShall came up with the best strategy which involved SEO and social media help us to generate leads.

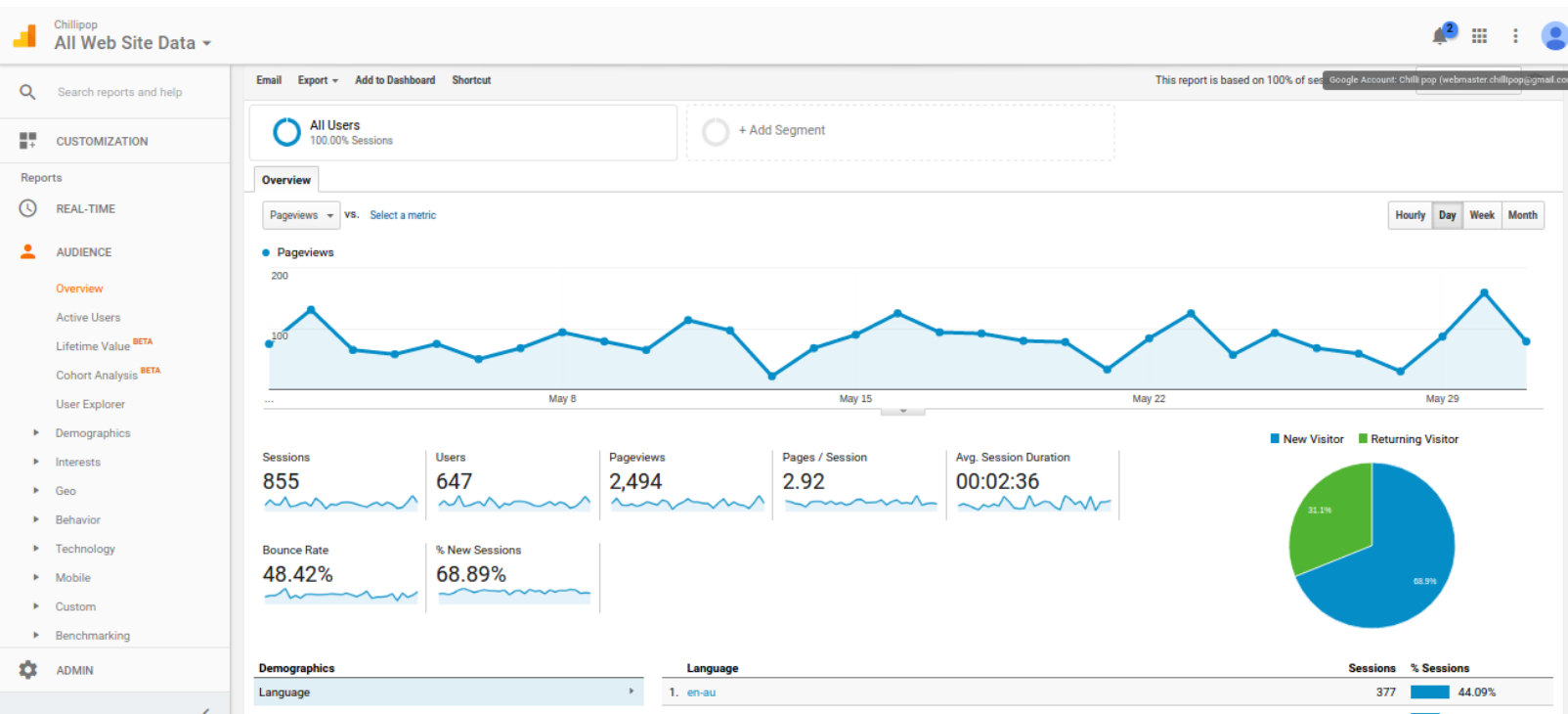
- On-page: Meta title, H1 Tags, Img Alt Tags, Added Analytics Script & Webmaster Property.
- Also add Sitemap.xml, robots.txt, ror.xml, urllist.txt & Bing Webmaster code.
- Make full site URL SEO friendly.
- Added keyword on content for getting fast ranking.
- Increase website speed, minify javascript code, optimize Images and another Important task.
- After that start off-page submission on the relevant site with high domain authority for getting organic traffic.

# Analytic Report

At Start



After 1 Year



## Current Ranking on (google.com.au)

Swimwear Manufacturers Australia	1
Complete Production Packages	1
OEM Stretchwear Manufacturer	1
Australian Made Bikini	2
Australian Made Togs	6
Australian Made Swimsuit	6
Australian Made Swimwear	7
Swim Club Uniforms	33
Garments Manufacturing Companies in Australia	43

- We met all requirement of our client.
- Increased Traffic on site by 12%.
- Keywords are in top ten.
- Booking are increased.

"On chillipop.com.au they've seen growth in organic search visibility and organic search traffic increased by more 2500 to 3000 views per month and user are increased month by month and monthly lead generation up to 100 per month still going on. We have successfully achieved our target and client is really glad about our result."



"We don't simply seek to give our clients an online presence but to build a strategic portal which could fulfil business objectives for the individuals and organisations."