



The Grape & Olive at Willunga

Client Name

Mark & Rachel

The Grape & Olive at Willunga

www.thegrapeandoliveatwillunga.com

Website Profile

The beautiful township of Willunga and the gorgeous Fleurieu Peninsular, South Australia. We are situated in the heart of Willunga just a 8 minute walk from the markets, pubs, cafes and shops.

Ranking At Start

Bed & breakfast Willunga & McLaren Vale	N/A
The Grape & Olive	N/A
Grape Olive	N/A
Willunga cafes	N/A
Willunga pubs	N/A
Willunga folk festival	N/A
Willunga restaurants	N/A

Client's Goals

The CEO of Grape and Olive, Clare Emmerik, made it clear to WillShall. that his goals were to:

- Increase organic traffic 5% per month
- Increase the number of keywords on the first two pages of Google results
- Increase Booking
- Target region Willunga, Australia

The Challenge

When The Grape and Olive approached WillShall, their objective was not only to drive traffic but to increase the number of Booking which was happening on the website. The target audience was well to do Australian who Visit Willunga and wanted to book rooms for a vacation. The whole point of the internet marketing campaign was to get people the grape and olive website and do the booking. Targeting this small group of people was the biggest challenge. Non-Resident Australian were also target audience.

The Strategy

After having numerous discussions with the client, WillShall came up with an internet marketing strategy which involved Search Engine Optimization. Budgets were spread across months based on seasonal nature of Hotels and restaurants in Willunga.

- 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

Audience Overview

Dec 1, 2016 - Dec 31, 2016

Email Export Add to Dashboard Shortcut

This report is based on 100% of sessions. [Learn more](#) Greater precision

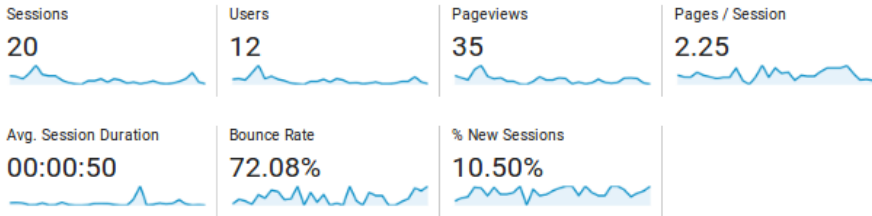
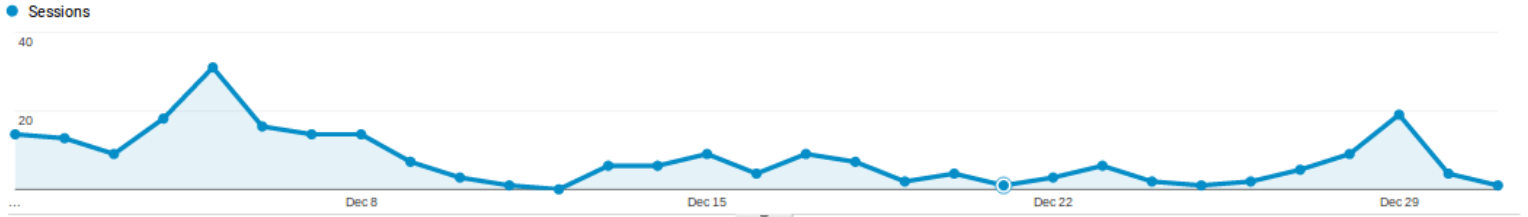
All Users
100.00% Sessions

+ Add Segment

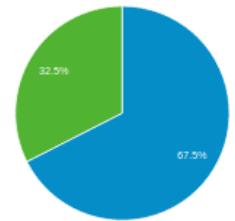
Overview

Sessions vs. Select a metric

Hourly Day Week Month



New Visitor Returning Visitor



After 4 Months

Audience Overview

Jan 1, 2017 - May 15, 2017

Email Export Add to Dashboard Shortcut

This report is based on 100% of sessions. [Learn more](#) Greater precision

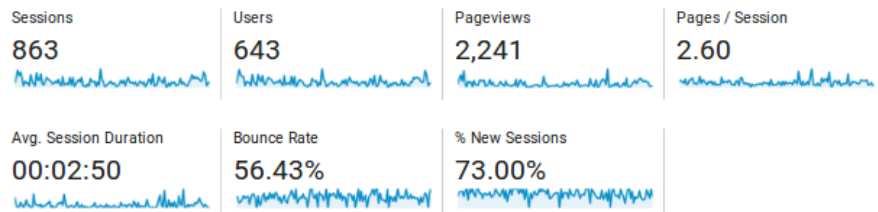
All Users
100.00% Sessions

+ Add Segment

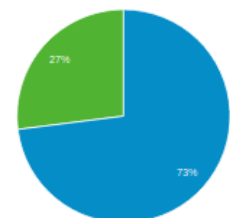
Overview

Sessions vs. Select a metric

Hourly Day Week Month



New Visitor Returning Visitor



Current Ranking on (google.com.au)

Bed & breakfast Willunga & McLaren Vale	5
The Grape & Olive	1
Grape Olive	1
Willunga cafes	11
Willunga pubs	17
Willunga folk festival	7
Willunga restaurants	9

- We met all requirement of our client.
- Increased Traffic on site by 5%.
- Keywords are in top ten.
- Booking are increased.

"On thegrapeandoliveatwillunga.com they've seen growth in organic search visibility and organic search traffic increased by more 2200 views per month and user are increased month by month. 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."