

A group of people in a modern office setting, working on laptops and discussing projects. The image is dimmed to serve as a background for the text.

E-Comm Dev & SEO for Australian Digital Marketing Company

A Success Story by Incrementors Web Solutions

Project Overview

Key details of the E-commerce Development & SEO project

Project Details

Type: E-commerce Development

Timeline: Jan 2021 - **Ongoing**

Budget: Less than \$10,000

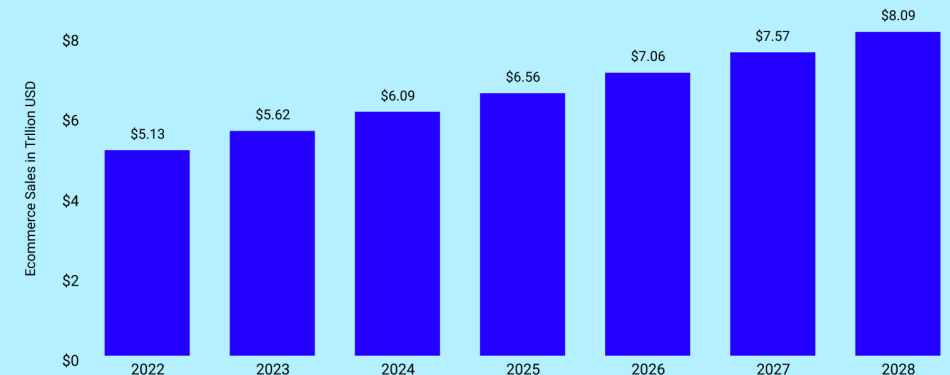
Client Information

Company: Australian Digital Marketing Agency

Location: Sydney, Australia

Team Size: 1-10 Employees

Global Ecommerce Sales (2022–2028)



Source: eMarketer



Client Challenge

Identifying needs and setting clear objectives

! The Challenge

- ✓ SEO optimization for **Shopify** website
- ✓ SEO optimization for **WordPress** website
- ✓ Improve online visibility for digital marketing agency

🚩 Project Goals

- ↗ Increase **keyword rankings**
- ↗ Boost **search volume**
- ↗ Enhance overall online presence

SEO Process



Solution Approach

Strategic methodology and team structure

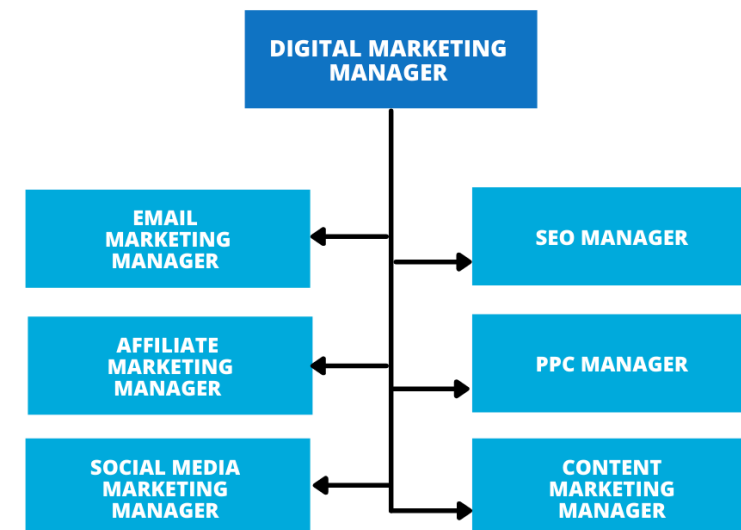
💡 SEO Campaigns

- ✓ Comprehensive **Shopify** SEO optimization
- ✓ Strategic **WordPress** SEO implementation
- ✓ Customized SEO strategy for digital marketing agency

⚙️ Methodology

- 🔍 In-depth **keyword research**
- 🔧 Technical SEO audit & fixes
- 📄 Content optimization
- 📈 Performance tracking & reporting

👥 **Team:** 1 SEO Manager dedicated to the project



Results & Outcomes

Measurable success and client satisfaction

Key Results

- ↑ **Good growth** in keyword rankings
- ↑ Increased **search volume**
- ↑ Enhanced online visibility
- ↑ Improved website performance

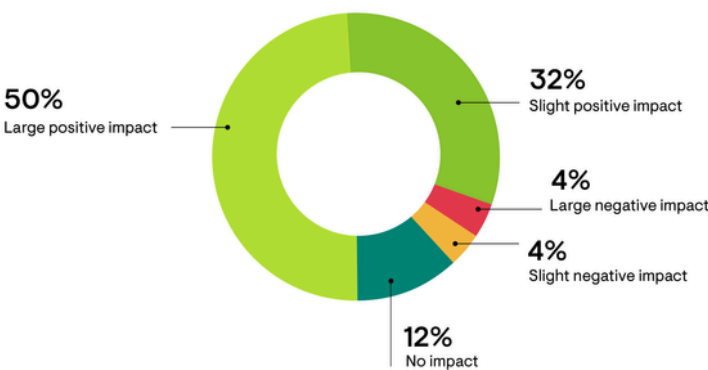
Client Rating

5.0 Overall Score

Quality: ★★★★★ 5.0 Schedule: ★★★★★ 5.0

Cost: ★★★★★☆ 4.5 Would Refer: ★★★★★ 5.0

What impact did SEO have on your marketing performance and goals in 2022?



conductor

Client Testimonial

Feedback and satisfaction

” Client Feedback

”*They were hard-working, Chinky was great to work with!*”



CEO
Australian Digital Marketing Agency

👍 Key Strengths

- ✔️ **Hard-working** team
- ✔️ **Good communication** skills
- ✔️ Professional project management
- ★ Overall Rating: **5.0** ★ ★ ★ ★ ★

