



# www.VIParrot.com Case Study: SEO Programme Setup and Delivery

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# General Information

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# VIParrot.com Case Study



## Description

Launched in 2007, VIParrot.com is a successful online retailer of exotic pet products. The pet product marketing is incredibly competitive so they asked us to help setup and deliver a search engine optimisation campaign to increase their online sales.

## Benefits Delivered

- 212.5% increase in targeted traffic over a 12 month period
- 237% increase in online sales over a 12 month period
- Higher brand awareness
- High return on online marketing spend

## Challenges

- Constantly changing product lines
- No previous SEO work undertaken
- The pet product market is very competitive
- International reach required

# VIParrot.com Case Study



## Approach

We took a structured approach to the SEO campaign for VIParrot.com using drawing upon our understanding of internet marketing in the pet product market.

## Results

SEO campaign we undertook for VIParrot.com delivered a large increase in traffic increased their online sales by over 237%

- Google position 8 for keyphrase: Ranked Parrot Supplies
- Google position 9 for keyphrase: Parrot Food
- Google position 7 for keyphrase: Parrot Toys

\* Results taken as seen on Google.co.uk dated 08/01/2009