

www.perfumeworldwide.com

The Client:

PerfumeWorldWide is retailer and distributor of all range and brands of perfumes worldwide. Now our client brought the business online also with website www.perfumeworldwide.com

Objective:

Main goal of SEO for PerfumeWorldWide was to increase the sale percentage of perfume through website in total sale of perfume. Along with bringing new visitors, making a strong client base that can repeat purchase was requirement of project.

Challenge:

- This website was penalized by Google because of worst SEO techniques adopted by previous SEO firm
- Rank the site with heavy flash and shopping carts
- Rank for latest launched perfume product
- High conversion rate
- Keeping the integrity of website design
- Creating a strong customer base

PerfumeWorldWide.com was penalized by Google because it was using bad SEO practices; therefore our very first job was to re-inclusion of website in Google. With the use of flash and shopping carts the pages size were heavy and causing a problem in indexing in search engine database.

Strategy:

According to the requirement of website we designed SEO for [perfumeworldwide.com](http://www.perfumeworldwide.com) that includes:

- **Making Website Search Engine Friendly:** As mentioned earlier the website was penalized by Google, we removed all bad SEO practices from website and designed and implemented new SEO.
- **Re-Inclusion of Website:** After redesigning, inclusion of website in main database of Google was required. Implementing SEO techniques we reduced the page size and included it in Google.
- **Rankings for Newly Launched Products:** Being an e-commerce site optimizing it for latest launched product and rank with in no time is a continuous job. For product and services we adopted different SEO approaches so that it maintains top rankings for services and quick appearance for new launched products.
- **High Conversion Ratio:** Conversion of visitors in to sale is ultimate goal of website, so the presentation of products must motivate visitor to purchase product as well as making him returning visitor.

Results came in 2 months and online sale of perfume is steadily growing up.

Main Keywords	: 80
Top 10 in Google	: 52
Top 20 in Google	: 71
Top 30 in Google	: 80
Rank Achieved in	: 6 Months

Page Loads	: 1600
Unique Visitors	: 400
Returning Visitors	: 110
Conversion Ratio	: 9:1

Results:

Above strategy paid off and here we are sharing results with you.

Main Keywords : 100

	Month	Month	Month
	2	4	6
Top 10 in Google	12	35	52
Top 20 in Google	32	53	71
Top 30 in Google	39	72	80

** Every ninth visitor likes to purchase a product from perfumeworldwide.com*

Page Loads Daily : 1600

Unique Visitors : 400

Returning Visitors : 110

Conversion Ratio : 9:1

Testimonial:

Despite having good website it was lost in cyber-ocean, having a great website without visitors hardly matters. Thanks Maximum Hit team who placed perfumeworldwide.com among the leading perfume related websites.

Reference: Ms. Swati Kapoor (VP, Online Marketing)
Email: swati@perfumeworldwide.com

www.google.com

Keyword/URL	Position	Page
Cheap Perfume www.perfumeworldwide.com	5	1
Discounted Perfume www.perfumeworldwide.com	9	1
Cheap Cologne www.perfumeworldwide.com	5	1
Cheap Perfumes www.perfumeworldwide.com	9	1
Cheap Fragrances www.perfumeworldwide.com	3	1
Discounted Cologne www.perfumeworldwide.com	5	1
Discounted Perfumes www.perfumeworldwide.com	8	1
Discount Fragrance www.perfumeworldwide.com	7	1
Discount Perfume www.perfumeworldwide.com	15	2
Discount Cologne www.perfumeworldwide.com	6	1
Discount Womens Perfume www.perfumeworldwide.com	13	2
Designer Perfume Fragrance www.perfumeworldwide.com	15	2
Womens Perfume www.perfumeworldwide.com	11	2
Discount Fragrances www.perfumeworldwide.com	15	2

www.aol.com

Keyword/URL	Position	Page
Cheap Perfume www.perfumeworldwide.com	3	1
Discounted Perfume www.perfumeworldwide.com	7	1
Cheap Cologne www.perfumeworldwide.com	4	1
Cheap Perfumes www.perfumeworldwide.com	5	1
Cheap Fragrances www.perfumeworldwide.com	2	1
Discounted Cologne www.perfumeworldwide.com	5	1
Discounted Perfumes www.perfumeworldwide.com	6	1
Discount Fragrance www.perfumeworldwide.com	6	1
Discount Perfume www.perfumeworldwide.com	11	2
Discount Cologne www.perfumeworldwide.com	6	1
Discount Womens Perfume www.perfumeworldwide.com	12	2
Designer Perfume Fragrance www.perfumeworldwide.com	15	2
Womens Perfume www.perfumeworldwide.com	8	2
Discount Fragrances www.perfumeworldwide.com	11	2