

Goldstar Supplements - SEO Campaign Review



Goldstar Supplements Ltd is a new online health supplement supplier. Dedicated to anyone who's serious about fitness, Goldstar Supplements Ltd have built up a reputation for knowing what's right for your body, whether you're a bodybuilder, weight-lifter or just a dedicated gym fanatic. Part of the nationally recognised Goldstar Gym based in Newcastle upon Tyne and training base to many body building champions, Goldstar Supplements is run by fitness experts with years of experience and personal knowledge of what it takes to be the best.

The Situation

A brand new business, a brand new website and a blank SEO canvas...an optimisers dream!

After completing the design and build of the Goldstar Supplements website, we began to develop an online marketing strategy to propel Goldstar Supplements onto page 1 of Google.

The goal:

To build brand awareness, drive targeted traffic to the site and generate sales growth.



The Strategy

Activities included:

- Carried out extensive competitor analysis and keyword research.
- Applied professional written and fully optimised copywritten content throughout the whole site.
- Developed an aggressive online marketing strategy to complement Goldstar's budget, aims and objectives.
- Implemented an SEO campaign focusing on highly competitive product based and generic keywords to deliver maximum traffic to the site and high conversion rates.
- Provided ongoing campaign monitoring, refinement and management.

The Results

- Delivered 30,000 hits to the site in the first 12 months of the campaign.
- The traffic surge to the website has seen conversion rates increase dramatically.
- Goldstar Supplements products dominate Google Shopping (Google Base). Their Products regularly occupy all three positions in the Google 'One Box' for highly competitive search terms.
- As a direct result of search engine optimisation, traffic to the site has increased by 2,441%.
- Onit achieved page one placements in Google, Yahoo and Bing for all keywords within six months.
- Goldstar Supplements receives 2000 new visitors to the site each month.

