



BOOKABIN CASE STUDY

FIRST DRIVES NZ BUSINESS TO #1 ON GOOGLE USA



CAMPAIGN OBJECTIVES

Increase revenue generated through website with lowest possible cost per conversion.

RESULTS

- » #1 on Google.com and Google US for one of the industry's most competitive keywords, "dumpster rental"
- » 250% increase in traffic for the primary keyword alone
- » 100% increase in revenue for the primary keyword alone

“ We engaged FIRST for SEO because of their proven track record of results in Australasia. We were very pleased when FIRST were also able to get us a number-one ranking in the USA which increased both visitors and revenue.”

ELAINE MORGAN

Managing Director, Bookabin

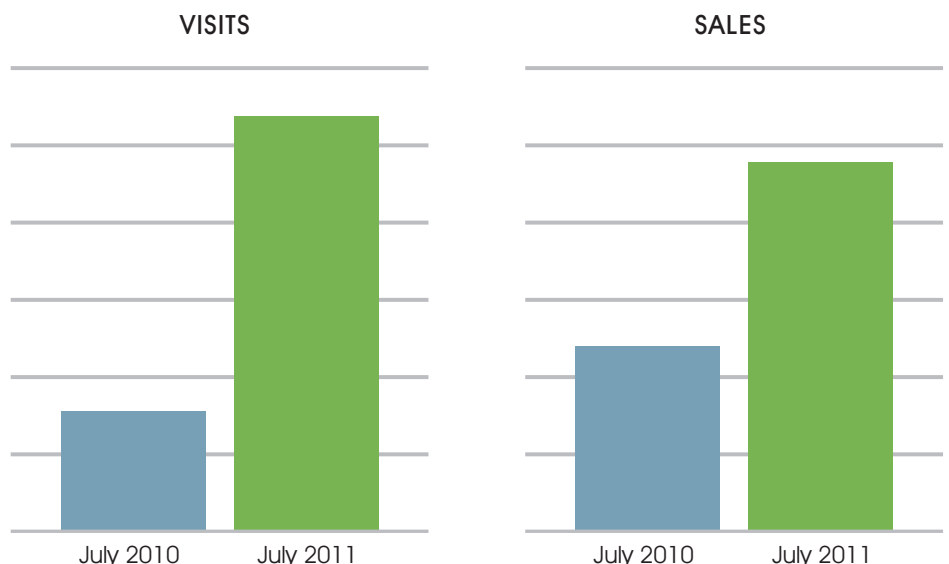
Hartford Technologies is a global specialist in on-line booking of refuse disposal services. Its online booking engine offers consumers value for money by offering the lowest available price for refuse disposal services.

FIRST was contracted by Hartford to assist with increasing website visitors and online sales in key markets, including the USA where they operate as bookadumpster.com.

Search engine optimisation was chosen as a primary vehicle to accomplish objectives. FIRST undertook extensive key phrase research to understand the market and recommended on-page changes to target valuable search terms. At the same time the website's external link profile was reviewed, opportunities were identified and a linking strategy put in place.

Rankings climbed quickly and #1 results were achieved within 5 months. Bookadumpster.com saw a year-on-year increase in traffic of 250% and a 100% increase in sales for its primary keyword. Organic Search became the leading revenue source for bookadumpster.com.

RESULTS



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