

Prepared by



## Case Study

# Brisbane Antenna Specialists (<https://brisbaneantenna.com.au>)

Services: SEO, PPC



# Brisbane Antenna Specialists.

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## About Brisbane Antenna Specialists

**Brisbane Antenna Specialists** specialise in Free to Air TV antenna installations and services. They have built an extensive client base in the Brisbane suburbs since their opening in 1997. As a company, they pride themselves on good response times and excellent workmanship, using quality products at a fair price.

## Brisbane Antenna Specialists' Digital Problems

Before partnering with Digilari Media, Brisbane Antenna Specialists had been experiencing issues with the converting traffic on their website as well as attracting quality leads to convert on their website.



## The Objectives



### Client goals

- Increase the number of leads per month.
- Grow the word-of-mouth to attract trustee clients.
- Maintain a stable stream of revenue throughout the year (minimal peaks and troughs).



### Our goals

- Improve traffic quality through organic traffic
- Increase organic conversions by 100%
- Increase organic conversion rate to 7%+
- Retain current customers and potential leads by creating content of interest to the viewers.

# The Strategy

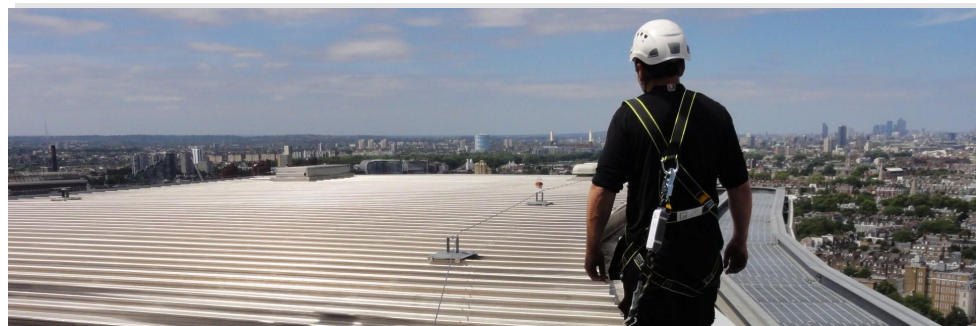
How we achieve client's goals

# Integrated Approach.



Upon analysing the industry and competitors of Brisbane Antenna Specialists company, Digilari soon outlined a strategy that would assist Brisbane Antenna Specialists to increase their organic traffic.

The pay per click campaigns via Google Ads still played an important role in our initial strategy to ensure customer enquiries were coming through over the months. However, the account was restructured to maximise quality traffic and conversions. Working closely with Brisbane Antenna Specialist, Digilari was able to identify the right target market and which channels would be most effective for reaching this market. The client's Google Ads account was restructured to target only those suburbs in Brisbane that fit their buyer persona. As performance improved, so did the client's confidence in Google Ads. Digilari conducted extensive market research to establish the common search terms Brisbane Antenna Specialist's target market use to search for services such as theirs. Digilari optimised the main service pages for these search terms to improve their organic ranking for these terms and it resulted in an increase in traffic. The main service pages were expanded to be more informative for users about Brisbane Antenna services.



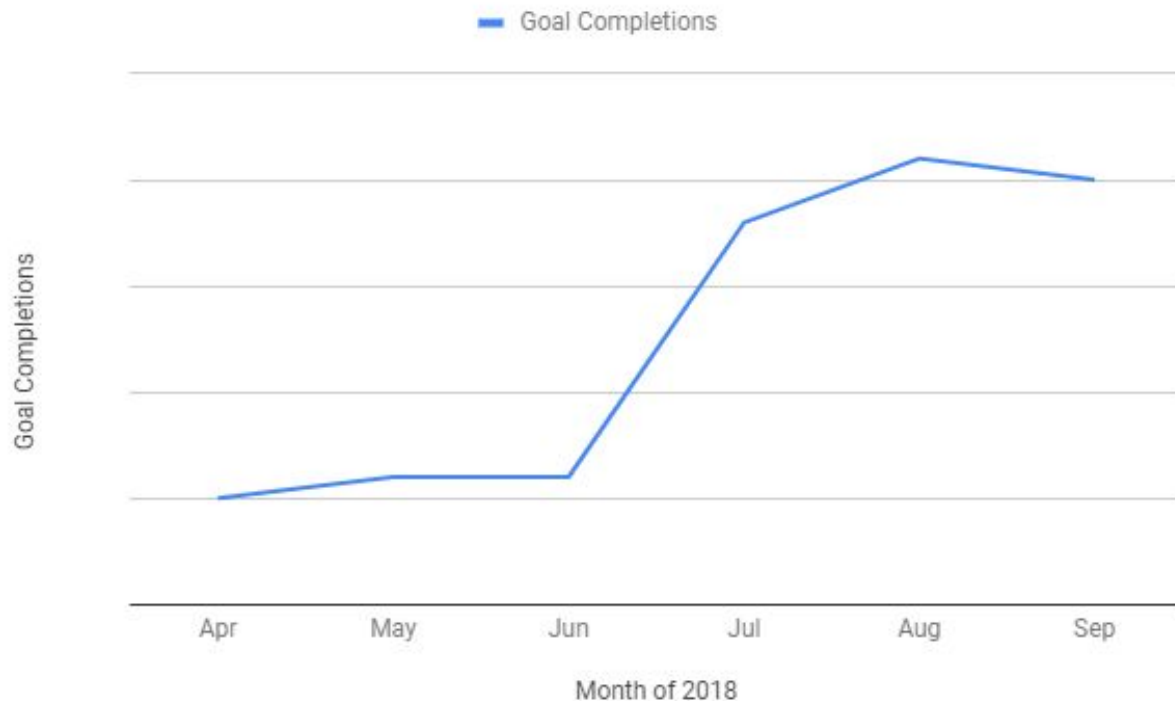
# The Results

Notable achievements we made

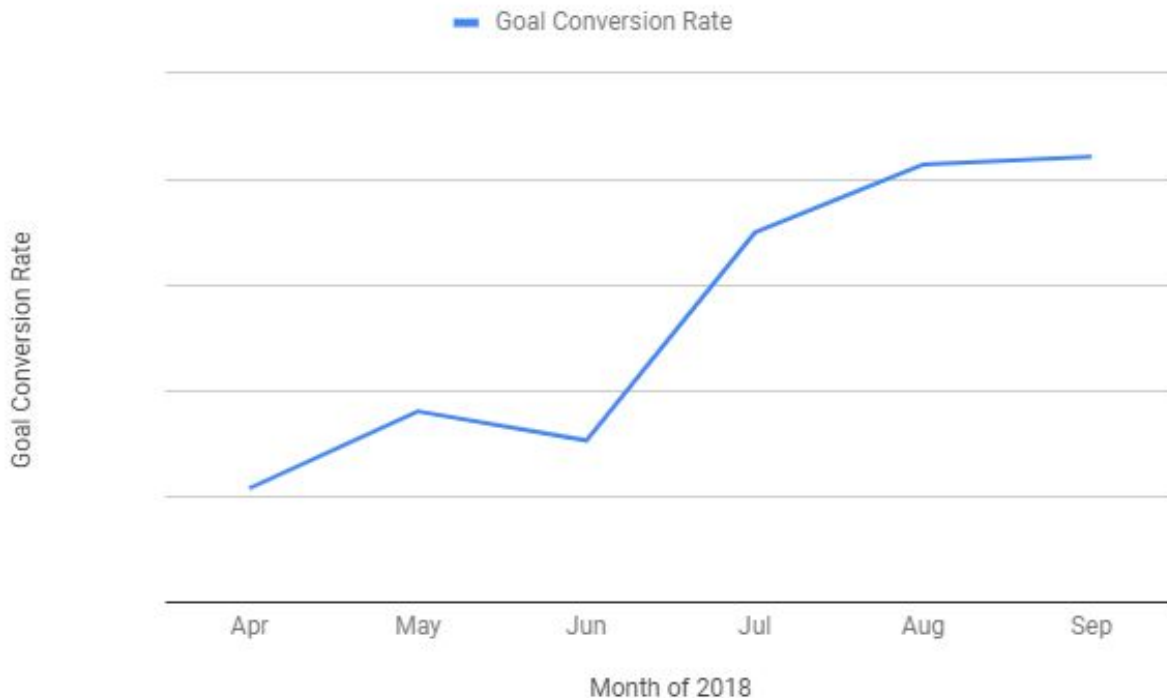
# Improved organic conversions.

## Impact to conversions:

Numbers of conversions from organic traffic improved with a **400%** increase.



# Improved organic goal conversion rate.










## Organic goal conversion results:

From Apr - Sep 2018 the organic goal conversion rate has increased by **391%**



# Keyword ranking growth.

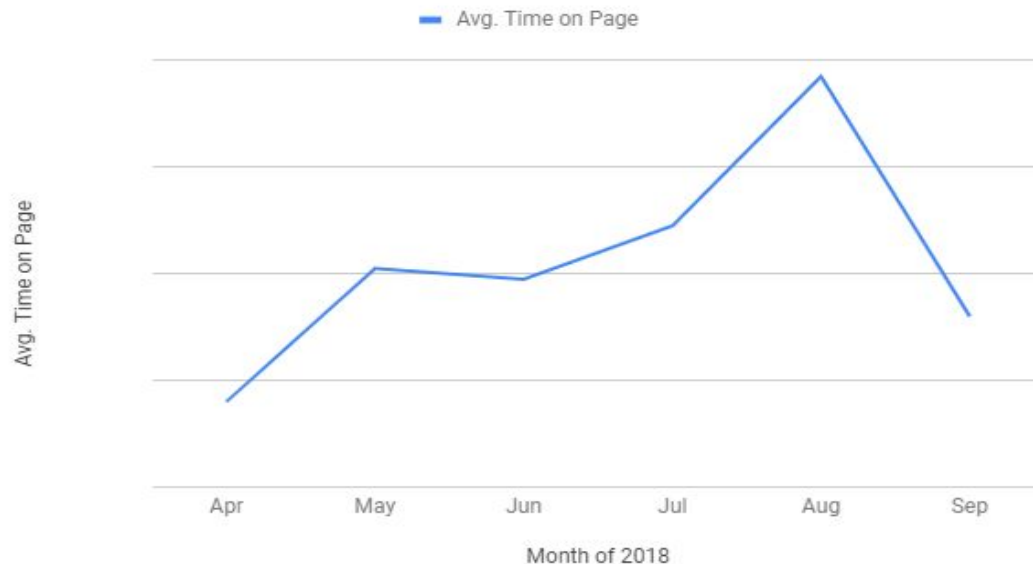
Keyword	Position	Volume	Traffic ↓	KD	SERP features	URL
antenna installation <small>target keyword</small>	2 ▲ 9	1,500	79 +44	13	 	 SERP ▼ <a href="https://brisbaneantenna.com.au/">brisbaneantenna.com.au/</a> ▼
antenna installation brisbane <small>already ranked for</small>	3 ▲ 3	150	16 +8	6	  	 SERP ▼ <a href="https://brisbaneantenna.com.au/">brisbaneantenna.com.au/</a> ▼

## Impact Keyword Ranking for 2 main keywords:

The increased in organic listings in the Organic Search network is creating more traffic to the website.

- The ad position changed **from 11th to 2nd** on the Organic Search network for “antenna installation”
- The ad position change **from 6th to 3rd** on the Organic Search network for “antenna installation Brisbane”

# Growth of time spent on site.



Page	Pageviews	% Pageviews
1. / 	1,378	 37.48%
2. /installation-services/ 	335	 9.11%

## Average time spent on site:

Between April and September 2018 the average time spent by visitors on the website has increased by **112%**, with a peak at **174%** in August.

This improvement arose from the extra content we added to the servicing pages which reported 9.11% of the time spent on the site, being the second most viewed page after the home page.



## Key Numbers

391%

Increase in goal conversion from  
organic traffic

400%

Increase in conversions from  
organic traffic

100% +

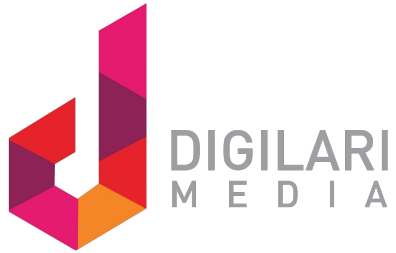
Growth in keyword organic  
listing rank

112%

Increase in average time spent  
on site

### Highlight:

Increased lead quality has led to a more successful internal sales team conversion rate from online enquiries.



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