

Case Study Gift Lady

	<p style="text-align: center;">eBrandz Appraisal:</p> <p>“I can't tell you how amazing eBrandz and its team have been for our business. We have seen fantastic results since we started with them”</p> <p style="text-align: right;">- Sanet Owen, Owner, Giftlady.net</p>
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Client: Gift Lady is an online gift shop that deals in gifts and flowers for all occasions. A mother - daughter team, Gift Lady, targets prospective customers of South Africa. To support South African Corporate houses and to make the potential visitors' shopping experience as smooth and hassle free as possible, Gift Lady in late 2003 inaugurated an online store christened as 'Giftlady.net'. The strategic objective behind building a virtual presence was to cater to the gift needs of the web surfers in South Africa.

Challenge: The roadblock that hampered the success of Giftlady.net was lack of presence on the popular search engines, which eventually resulted in no traffic to their site. Becoming conscious about losing the market share from netizens, owners of Gift Lady, Sanet Owen and Minette Scholtz, initiated the process of evaluating options that can help them achieve the set objectives. With the research and easy accessibility of eBrandz through search engines, Sanet got acquainted with our renowned search engine optimization services, and approached us in August '05. Reviewing our past achievements, Sanet Owen entrusted our team of Marketing Experts with the responsibility of giving them high visibility and good rankings on the popular search engines like Google, Yahoo and MSN.

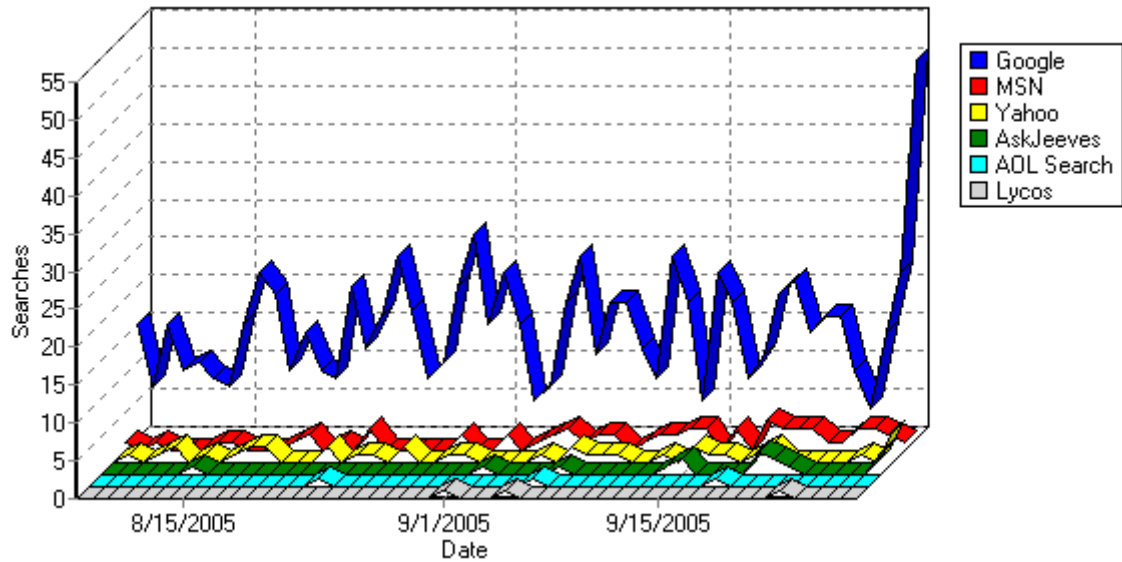
Results: With the initial analysis that was carried out by the eBrandz SEO head Nixan Crasto, following were the Search Engine parameters that was hampering the ranking of the site in Search Engine: Lack of Meta Titles, No Meta Tags and Low Link Popularity. After the initial review and with the expert comment of Nixan, the project was forwarded to the SEO team at eBrandz, who pointed few one way back links, created Meta titles and Meta tags that matched with the search engine requirements. Also On-Page optimization parameters were incorporated on Giftlady.net.

As a result of our toil and regular interaction with Sanet Owen, Giftlady.net started achieving the desired results in the very first month. The search engine referrals increased from 0 to 1000 per month!!

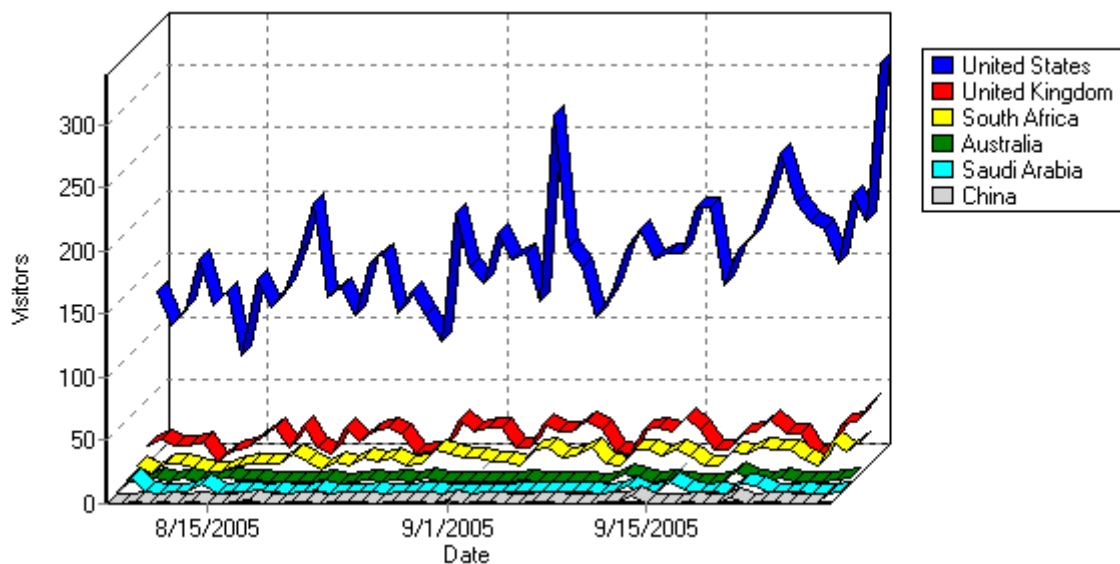
By Daily Visitors



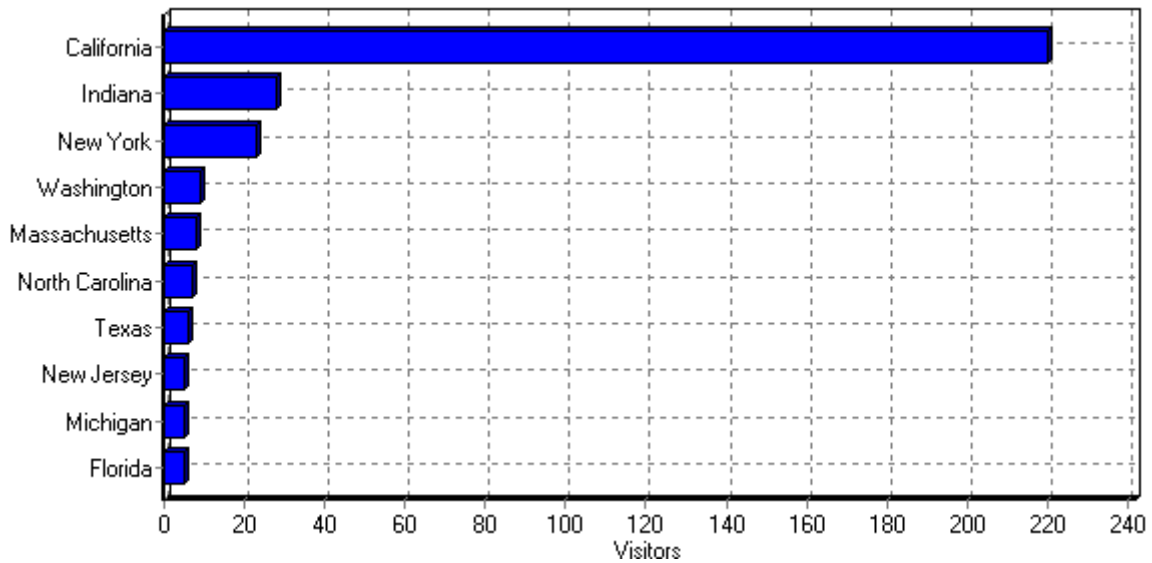
By Search Engines



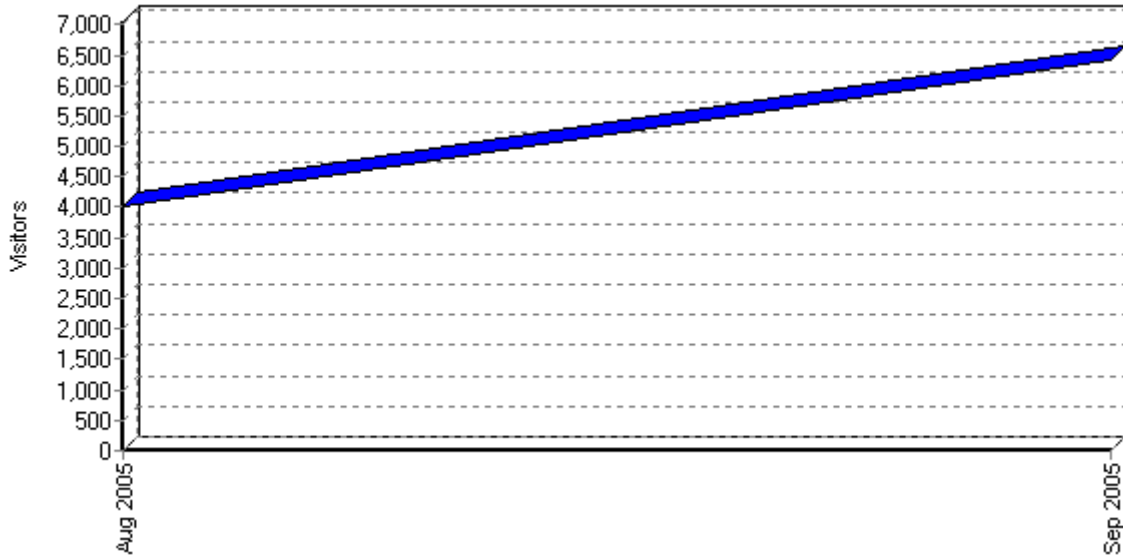
By Countries



By Most Active US States



Activity By Month



Search	Google
Baby Gifts south africa	# 4
Wedding gifts south africa	# 5
Send Flowers to south africa	# 13
Send Gifts to South Africa	# 13
send flower and gifts to south africa	# 42
buy flower gifts online south africa	# 44
Baby Gifts Store south africa	# 51
Online flower gifts south africa	# 52
corporate gifts online south africa	# 57
wine hampers south africa	# 60
gift hampers south africa	# 65
Pamper Gift Baskets south africa	# 65
christmas hampers south africa	# 66
Pewter Gifts South Africa	# 66
Corporate gifts south africa	# 67



Search	MSN
Baby Gifts south africa	# 1
Baby Gifts Store south africa	# 1
buy baby gifts online south africa	# 1
corporate gifts online south africa	# 1
Gifts Store south africa	# 1
online gift store south africa	# 1
Send Gifts to South Africa	# 1
wedding gift store south africa	# 1
Pamper Gift Baskets south africa	# 2
Send Flowers to south africa	# 2
Wedding gifts south africa	# 2
Corporate gifts south africa	# 3
buy flower gifts online south africa	# 4
Online flower gifts south africa	# 4
Valentine Gifts South Africa	# 5
send flower and gifts to south africa	# 6
Online gifts south africa	# 9
Pewter Gifts South Africa	# 27
gift hampers south africa	# 34
christmas hampers south africa	# 70
Bath Gift Baskets South Africa	# 87



Search	YAHOO
Baby Gifts south africa	# 1
Baby Gifts Store south africa	# 1
buy baby gifts online south africa	# 1
buy flower gifts online south africa	# 1
corporate gifts online south africa	# 1
Corporate gifts south africa	# 1
gift hampers south africa	# 1
Gifts Store south africa	# 1
Kitchen Gifts south africa	# 1
Online flower gifts south africa	# 1
online gift store south africa	# 1
Online gifts south africa	# 1
Pamper Gift Baskets south africa	# 1
Personalized Photo Gifts South Africa	# 1
send flower and gifts to south africa	# 1
Send Flowers to south africa	# 1
Send Gifts to South Africa	# 1
wedding gift store south africa	# 1
Wedding gifts south africa	# 1
Bath Gift Baskets South Africa	# 2
Valentine Gifts South Africa	# 2
Pewter Gifts South Africa	# 5
christmas hampers south africa	# 24
food hampers south africa	# 25
christmas luxury hampers south africa	# 32
wine hampers south africa	# 39
luxury hampers south africa	# 54