



Absolute Promotions

Put your logo on brands you love

CASE STUDY

Search Berg helped Absolute Promotions rank on the **first page of Google's SERPs** for over **16 competitive keywords!**

A Little About **Absolute Promotions**

Absolute Promotions is a manufacturer company for quality promotional products. They create branded polo shirts, jackets, mugs, calendars, mouse mats, USB flash drives, leather goods, and a range of other products for corporate clients. Established in 1996, the company was launched to bridge the gap in the market for premium quality promotional products in the corporate world.

Absolute Promotions prides themselves on using the best branding methods to cater to the branding needs of a wide variety of clients spread across all industries.

Their promotional products include:

- Apparel
- Bags and backpacks
- Banners and display
- Clocks and watches
- Confectionary
- Conference items
- Bottle
- Eco-products
- IT products
- Executive gifts

Identifying The Performance Gaps

Despite offering premier-quality services, Absolute Promotions was **struggling to attract customers**. They got calls and orders from customers who had heard about the company from someone through word of mouth.

Absolute Promotions wanted to **reach out to a broader customer base**, which primarily included B2B clients, to become the leading provider of promotional products.

The company reached out to Search Berg to market their services proactively to relevant target audience, improve online visibility, and generate more engagement.

Quality Backlinks To Drive Traffic To The Website

A core part of our multi-faceted SEO campaign was to launch a link building strategy that increased Absolute Promotion's domain authority. Their website was optimized and made free of any low-quality backlinks.

This improved brand image for potential clients and helped Absolute Promotions attract more qualified leads and better conversions.

The Game Plan

Absolute Promotions wanted a **compelling online presence** and an effective digital marketing strategy that would put them on the map.

This entailed using SEO, website optimization, and content optimization strategies that would improve Absolute Promotions' ranking and **lead to more profitable conversions.**



SEO Strategies

+



Content Marketing

+



Website Optimization

=



Higher Rankings



Higher Rankings

=



Leads



Leads

=



Conversions

Setting The Stage For Success The Search Berg Way!

All of our successful SEO campaigns start with in-depth market research as well as a thorough understanding of the client's business goals and marketing objectives.

We knew that to generate a robust online presence that would attract customers from various industries, we had to drive in traffic from multiple channels.

And so, our digital marketing experts deployed a comprehensive digital marketing strategy and SEO campaign that would launch Absolute Promotions with a bang!

Creating A Compelling SEO Strategy

Our strategy included:

- ✓ Website optimization to create an online platform that functioned as a hub for attracting online traffic and qualified leads.
- ✓ Custom content creation to propel site growth and allow the target audience to easily find all answers about Absolute Promotions' business.
- ✓ Leveraging social media platforms to divert mobile traffic to the client's website.

Did we accomplish what we promised Absolute Promotions? We sure did! Take a look for yourself!

Here's All That We Accomplished

Our comprehensive SEO strategy yielded promising results almost as soon as it was launched.

Our monthly reports showed that Absolute Promotions had **shot up to the top of Google's SERPs** in just about no time at all! Where they had previously appeared on the 9th, 8th, and even 27th pages of Google's SERPs—now, the ranking had drastically improved!

- ✓ Absolute Promotions **ranked as number one for 16 industry-relevant keywords!**
- ✓ Another 10 of the competitive keywords are **ranking on the first page** of Google's SERPs.


Here's a look at the keywords before Absolute Promotions came to us, and their ranking on Google's SERPs after we deployed our SEO campaign.

S. No.	Keywords	Before SEO	After SEO
1	promotional products store Perth	7	1
2	buy promotional products Perth	5	1
3	Promotional Product Supplier Perth	N/A	1
4	Buy corporate promotional products Perth	N/A	1
5	custom promotional products Perth	N/A	1

Table 1: Keywords and rankings for Absolute Promotions

Top Ranking Keywords On Google

Here's a quick peek at how the high ranking keywords appear on Google's search results...

×🔍

[🔍 All](#) [🖼 Images](#) [📰 News](#) [⋮ More](#) [Settings](#) [Tools](#)

About 26,500,000 results (0.70 seconds)

Ad · www.absolutepromotions.com.au/ ▾ +61 8 9284 3322
Absolute Promotions Pty Ltd - www.AbsolutePromotions.com.au
we will make your brand shine with our best value , best quality gaurantee. [View Products.](#)
[Register Online.](#) Great Price.

×🔍[🔍 All](#) [📰 News](#) [🖼 Images](#) [⋮ More](#) [Settings](#) [Tools](#)×🔍[🔍 All](#) [🖼 Images](#) [📰 News](#) [📺 Videos](#) [⋮ More](#) [Settings](#) [Tools](#)

A Content Marketing Strategy For The Win!

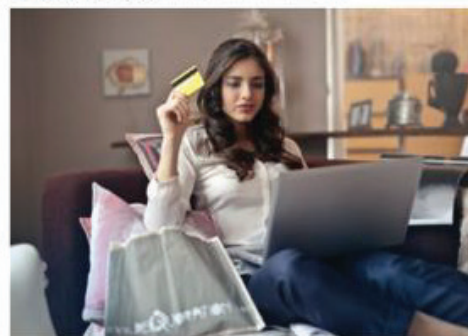
Furthermore, our content marketing and website optimization efforts yielded unparalleled results.

With the help of keyword-optimized content in the form of [blogs](#) and articles, we were able to divert a vast amount of **organic traffic** to Absolute Promotions' website for **improved conversions**.

The blogs continue to generate traction for the website!

5 Ways Branded Promotional Products Help in Promoting Your Online Business

January 15, 2020 | No Comments | Blog



Modern marketing tools and the ever-increasing digitization of the commercial world has caused online shopping to take over the retail landscape. Many modern businesses now choose to make [...]

[Read More »](#)

Things to Keep in Mind When Choosing Promotional Products

November 23, 2019 | No Comments | Blog



Marketing strategies have undergone major changes in the past few decades, but promotional products are still going strong! Marketers are well-aware of the effectiveness of promotional products when [...]

[Read More »](#)

How Promotional Giveaways Help Market Your Brand

November 22, 2019 | No Comments | Blog



A Spike In Mobile Traffic Like Never Before!

Our strategy to improve mobile traffic was a huge success!

In our effort to attract local customers and avid mobile phone users, we made their website user-friendly and easy to navigate on mobile phones and tablets. This prompted **favorable responses from the target audience** and resulted in a remarkable improvement in overall mobile traffic.

Figure 1 shows that **7,855 visitors** landed on the client's website in just three months!

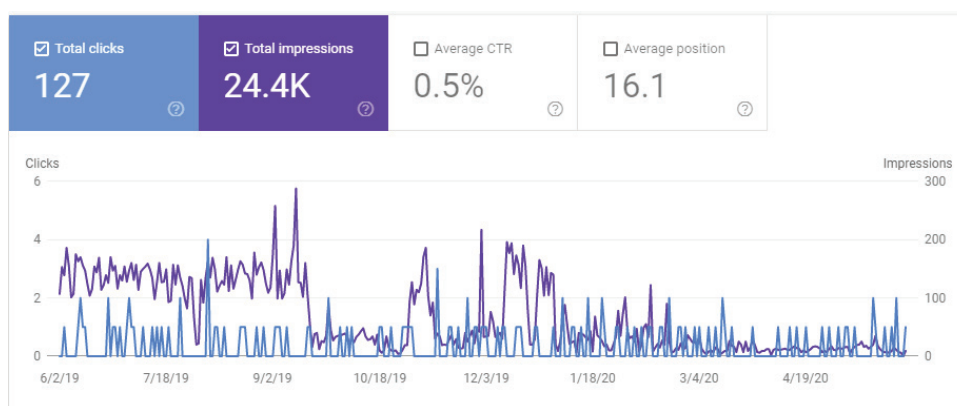
Acquisition		
Users ? ↓	New Users ?	Sessions ?
7,855 % of Total: 100.00% (7,855)	7,808 % of Total: 100.14% (7,797)	9,908 % of Total: 100.00% (9,908)

Figure 1: Mobile traffic for Absolute Promotions

A Quick Look At Clicks And Conversions

Lastly, our conversion-boosting efforts resulted in a substantial improvement in the number of clicks and impressions that Absolute Promotion's website received.

As seen in Graph 1, our reports show that **127 clicks** and **24.4K impressions** are on the website.



Graph 1: Number of clicks and impressions for Absolute Promotions

Some Of Our Published Work!

Check out some of our published content for Absolute Promotions:

BLOGS

Detailed, engaging, and keyword-rich blogs!

Why Are People Attracted To Giveaways?

March 7, 2020 | No Comments



Imagine walking past clothing stores and spotting a beautiful dress in a window. It's a dream come true and you're envisioning yourself wearing it! This dress could turn any day into a grand affair. The lace on the bodice and the sequined-

Okay, snap out of it. It's not real.

Promotional Products for Millennials

March 9, 2020 | No Comments



If you want to reach a millennial's heart, you have to think like one.

Think of all things that millennials love to do. Here's a list:

- Check their phone (13 percent of them claim to invest 12 hours every day)
- Party hard
- Follow fashion trends
- Take on adventure trips

4 Factors That Indicate Your Brand Might Benefit from Promotional Products

January 16, 2020 | No Comments



Understanding whether or not your brand needs promotional products can help you develop your marketing strategies better and increase your presence in the public eye. In order to generate maximum profit, it's important for you to create effective marketing strategies that fully capture your target audience.

If you're considering using promotional products for your brand, there are a number of factors to keep in mind. Understand the kinds of customers you're primarily dealing with, the main source of interaction you have with them, and how you wish to meet their individual needs and develop a long-term relationship with them.

Below we will discuss some factors that indicate your brand might benefit from promotional products:

ARTICLES

Interesting and educational articles posted on popular third party websites!

Perfect Promotions for Workaholic Professionals



March 09, 2020



How Promotional Key Rings Increase Your Brand Visibility



January 15, 2020

The foremost goals of marketers and brand managers are increasing their brand awareness and making their products or services more accessible to their target audience. One of the best ways to reach your target audience as a brand is to offer promotional items to customers.



Hire Search Berg To Dominate SERPs!

In a nutshell, our SEO campaign helped Absolute Promotions get more leads and conversions, improve their revenue, and benefit from lower costs per conversion! The business for Absolute Promotions has never been better, and they enjoy improved engagements!

[Search Berg](#) provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a [call!](#)