



AMIRE Case Studies

Case Studies

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Showcase (SEO)

Sky News (Telstra Media)



Challenge

Sky News is competing in one of the most challenging online industries – the Publisher industry. It was therefore imperative that they have an always-on SEO strategy in order to compete for Search Engine traffic.

Given the size of the brand/site it was important to ensure the SEO investment concentrated on areas that could be addressed / actioned.

Solution

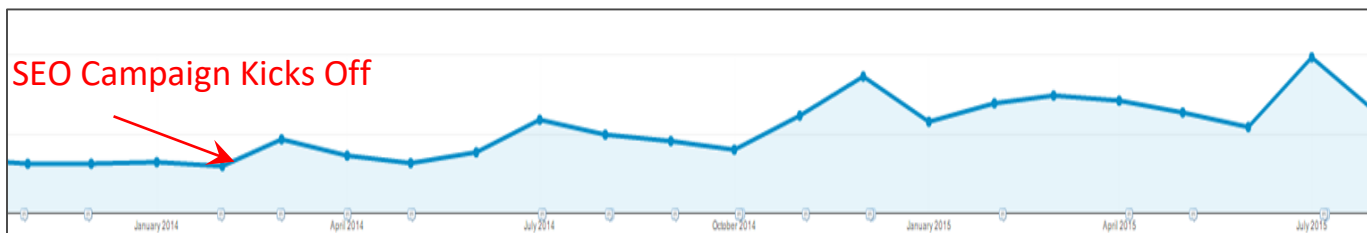
AMIRE worked closely with the Telstra Media team to ensure SEO quick wins (identified in the initial audit) were prioritised. This included optimisation of the back-end code plus the page content. Google Tag Manager was also rolled out to improved tracking metrics.

Results

The site has enjoyed a continued upward trend for traffic which is their main KPI.

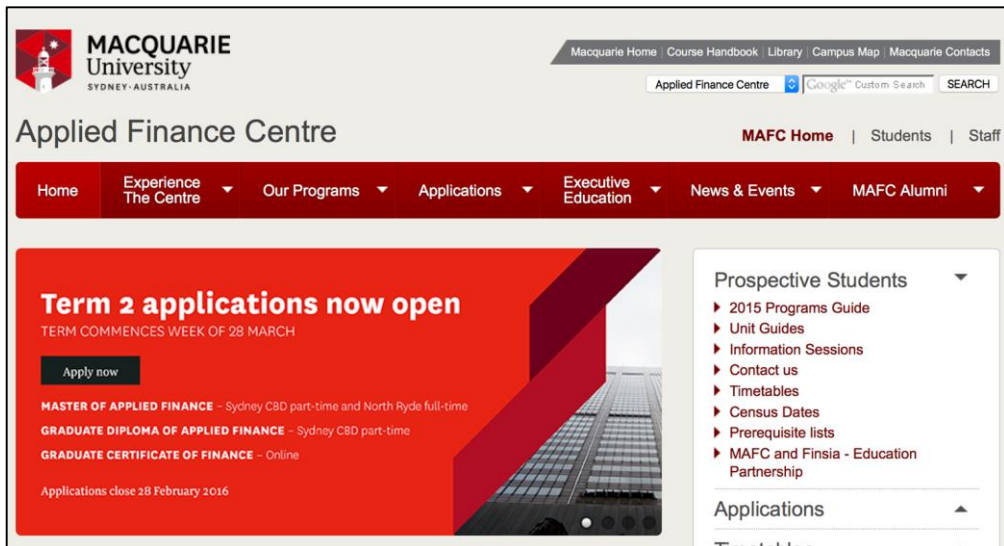
73% Increase in Traffic

SEO Campaign Kicks Off



Showcase (SEM)

Macquarie University Applied Finance Centre



Countdown Ad Set Up:

[Macquarie Uni MAppFin](#)

2016 Term 2 Applications Close

in `{=COUNTDOWN("2016/02/28 23:59:00",'en-AU',30)}` Days. Apply Online Now!

mafc.mq.edu.au/Masters

Users sees:

[Macquarie Uni MAppFin](#)

2016 Term 2 Applications Close

in **17 Days**. Apply Online Now!

mafc.mq.edu.au/Masters

Challenge

Macquarie University Applied Finance Centre offers 3 different Post Graduate courses across 3 different campuses; Sydney, Melbourne and Singapore. MAFC's primary objective was to deliver Course Applications and attendance to their Information Sessions.

Given the dates and courses on offer changed regularly we needed to ensure Ad Copy was updated frequently to ensure the correct dates for application submissions, term start dates and information sessions were advertised to potential students.

We also wanted to create a sense of urgency in our advertising to prompt potential students to take action sooner rather than later.

Solution

To ensure our Ad Copy was always as up to date, relevant and as effective as possible we utilised Google's Countdown Ads feature. This allowed us to show ads that were accurate, automatically updated and created a sense of urgency to the user letting them know exactly how much time they had left to either Register for an Information Session, or Submit an Application

Results

In the first 6 months of this approach we delivered:

- **34% improvement in CTR's**
- **177% increase in Conversion Rate**
- **7.5 ROI**

SEO Case Study (SEO)

AUSTRALIAN INSTITUTE of COMPANY DIRECTORS

Challenge

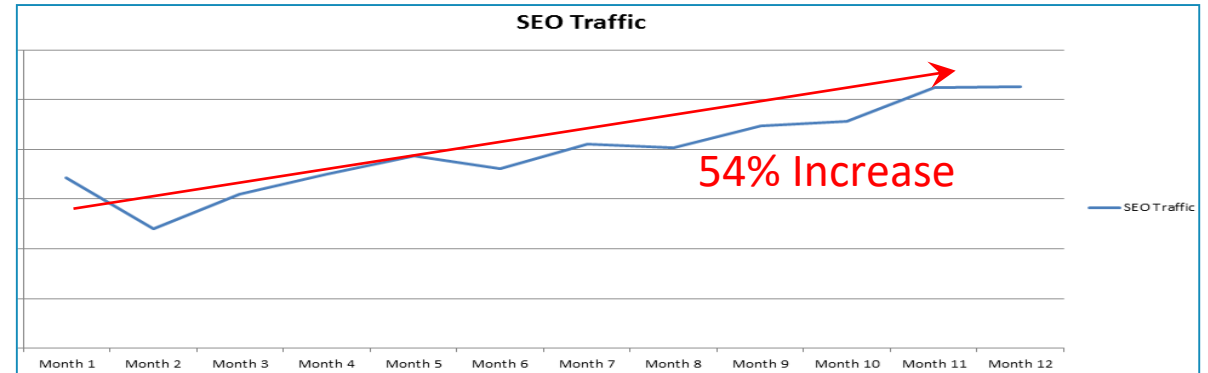
- Drive more sales to courses
- Increase memberships

Solution

- Remove duplicate pages
- Optimise site URLs
- Address technical issues

Results

- Improved search engine crawl rate
- Increased organic traffic by >50%



"I feel comforted that we are supported with an extremely high level of expertise from AMIRE. They consistently exceed expectations with the work and effort that they put into our account."

Joanna Mackie – Digital Marketing Manager



Showcase (SEM)

Snow Victoria



AMIRE team chosen by Snow Victoria to increase new users (UV's) to Victorian snow resorts.

The AMIRE Search team have been providing SEM services to Snow Victoria since May 2015.

The Paid Search activity focused on driving new users to each of the Victorian Snow Resorts.

The campaign was a huge success exceeding all KPI's with the following results:

- **75% New Users**
- **7.6% CTR (Click Through Rate)**
- **26.2% Conversion Rate**

SEO Case Study (SEO)



Challenge

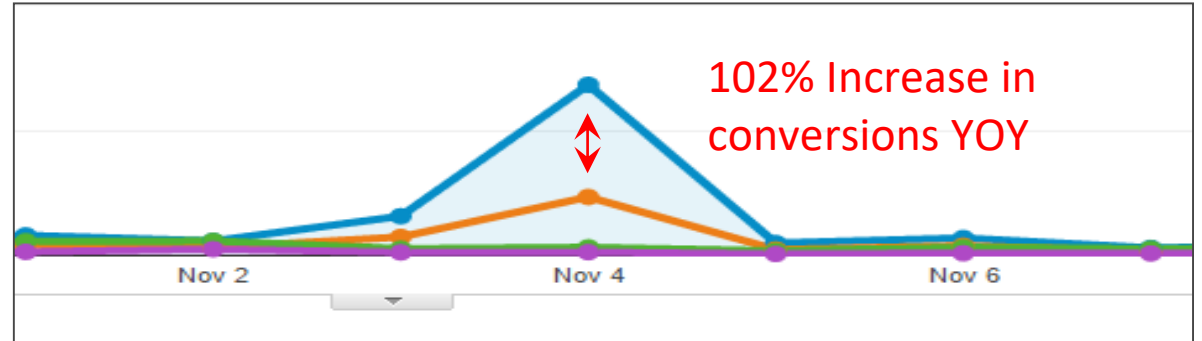
- Increase traffic & conversions for Spring Racing Carnival.

Solution

- Researched races, history, trainers
- Created optimised content
- Optimised internal linking

Results

- Increased traffic by 29%
- Increased conversions by 102% year-on-year



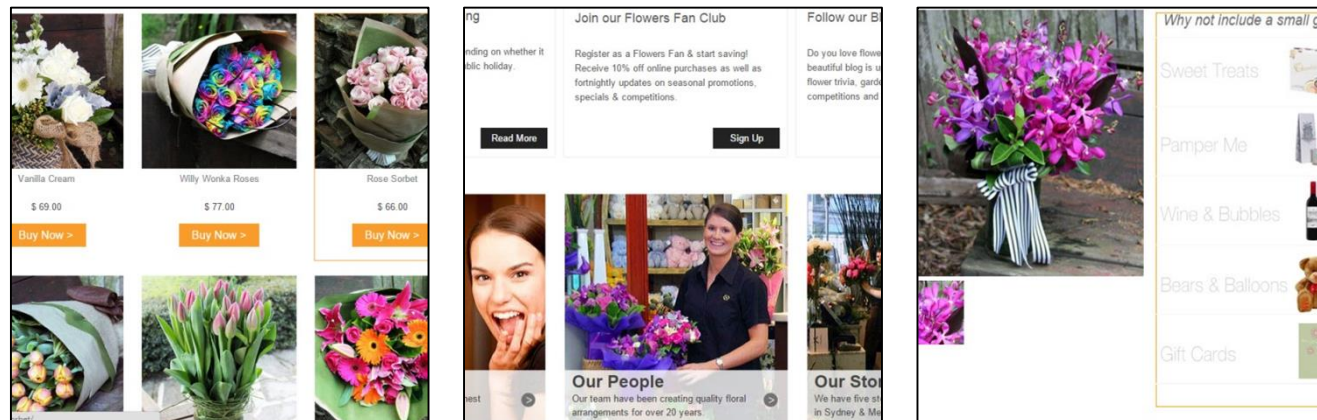
"Thank you for all your work for racing over the last few months. The results are quite amazing and the traffic has been very impressive."

Andrew Considine - Digital Product Manager, Racing Network



Showcase (SEO)

Flowers For Everyone



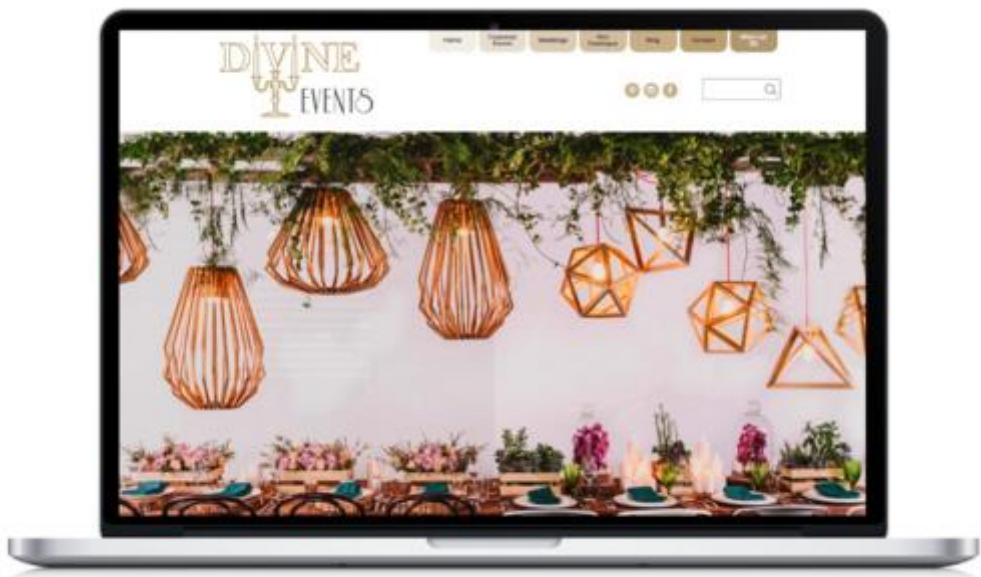
AMIRE drive significant increases in traffic & conversions for Flowers For Everyone.

The AMIRE Search team have been providing SEO services to Flowers For Everyone since August 2013.

AMIRE initially helped FFE recover from a Google penalty after unethical linking practices from their previous agency. Within the first year there was a **100% increase in SEO traffic**, there has also been a **87% increase in conversions**.

Showcase (CRO)

Divine Events



Challenge

AMIRE have been running SEO and SEM campaigns for Divine Events since August 2014.

While both campaign have been successful in increasing traffic to the site it became apparent that site conversions did not increase at the same rate.

The site design presented a number of challenges which required immediate attention in order to increase conversions.

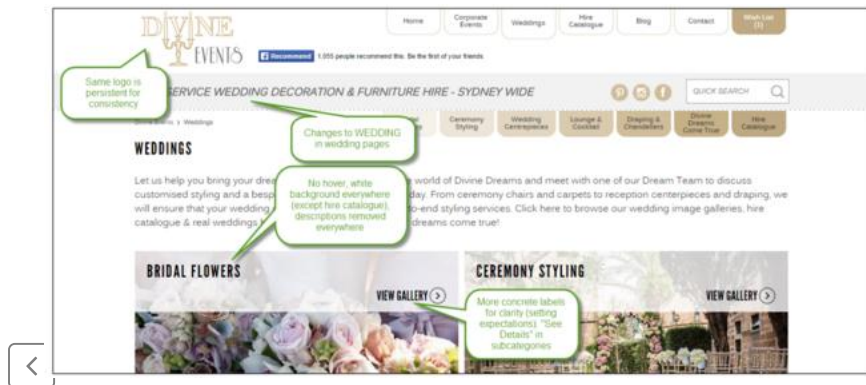
Solution

AMIRE proposed a Conversion Rate Optimisation (CRO) campaign in order to address the site design challenges and increase conversions. Extensive research was conducted through data analysis, video focus groups and UX testing in order to identify a 'hypothesis', e.g. if we change A, B and C on the site conversions will increase.

Results

The CRO campaign was a complete success. Following three months of testing the site achieved:

- **148% Increase in Site Conversions**



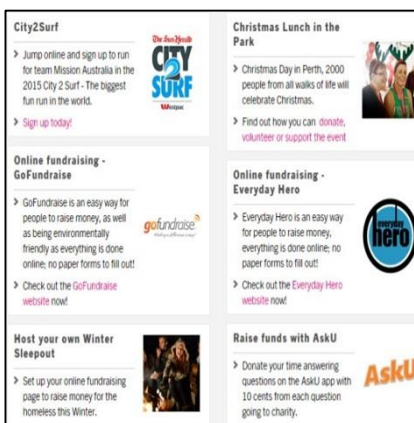
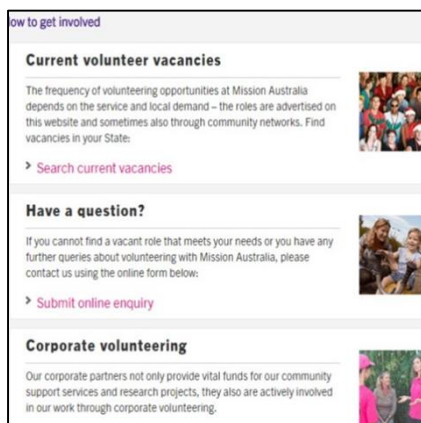
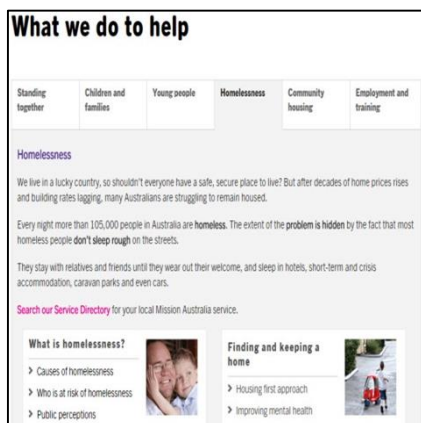
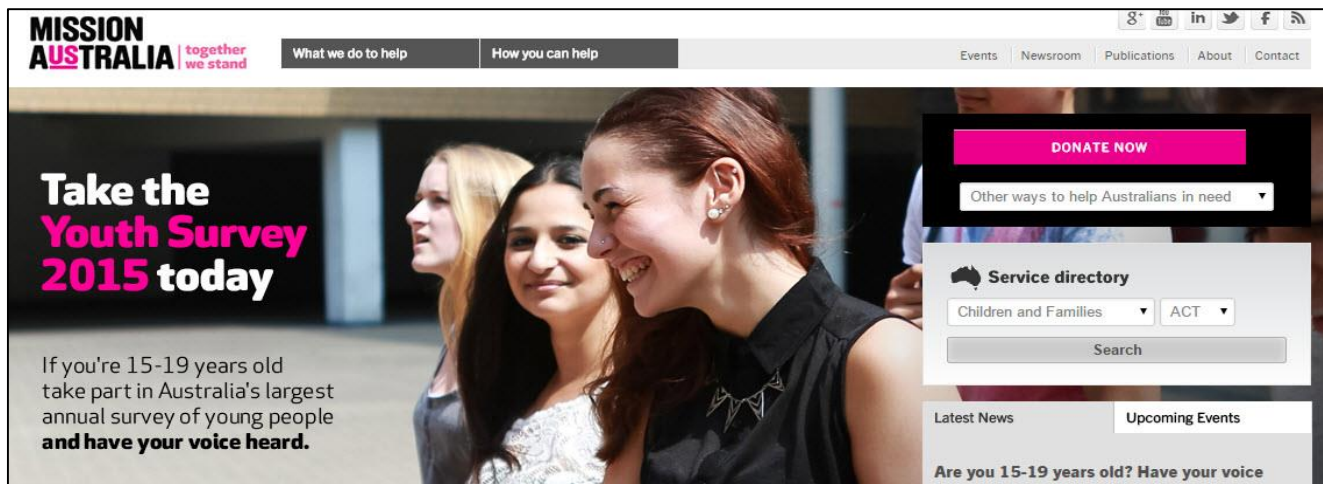
Showcase (SEO)

Mission Australia

AMIRE team hired to manage SEO and SEM campaigns across Mission Australia.

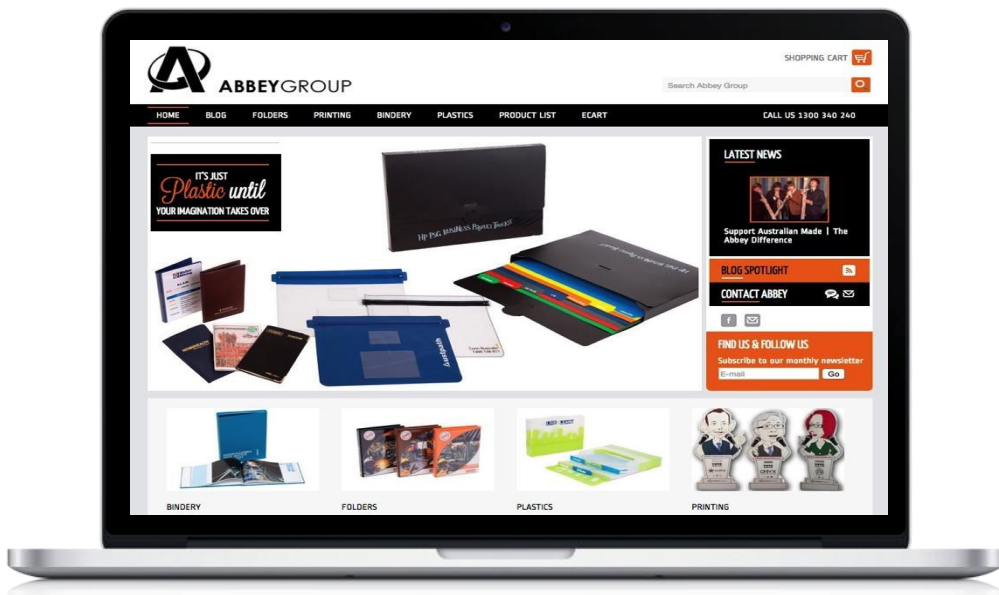
AMIRE have been working with the Mission Australia marketing team since November 2014.

The SEO campaign has focused on ensuring the correct tracking and technical fundamentals are in place to being with. AMIRE worked with Mission Australia's 3rd party payment gateway (Westpac) and have **successfully implemented 'e-commerce tracking'** for the first ever in the history of Mission Australia.



Showcase (SEO)

Abbey Group



Challenge

Abbey Group had a site that didn't meet their expectations when it came to online performance. They decided to rebuild the site with a heavy focus on getting SEO fundamentals in place.

Abbey Group hired AMIRE as their SEO providers to work with their external development team.

The objective was to (i) ensure the site was optimised at launch with (ii) all previous search engine equity being carried over to the new site (iii) and an increase in search engine visibility and traffic..

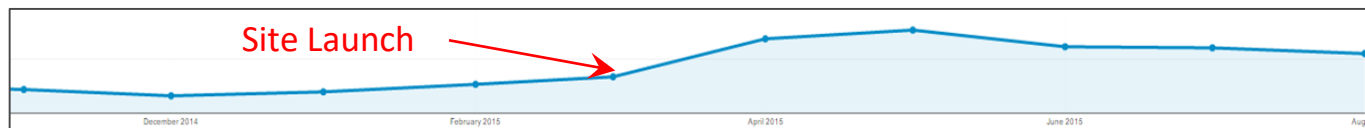
Solution

AMIRE worked with the development team throughout the development of the site, including wireframes and functional specs. Comprehensive keyword and competitor research was conducted to ensure all front and back-end elements of the site were correctly optimised.

Results

The launch of the new site resulted in a significant increase in online visibility and traffic.

96% Increase in Traffic



Showcase (SEO)

Snow Victoria



Challenge

Snow Victoria commissioned AMIRE to execute an SEO campaign on their main site www.snowvictoria.com.

The main challenge for the site was to direct more traffic to the individual snow resorts (which are linked to directly from the snow victoria site).

The site did not have accurate tracking in place in order to measure success correctly. There was also limited resource available within Snow Victoria to create the content required to ensure the success of this campaign.

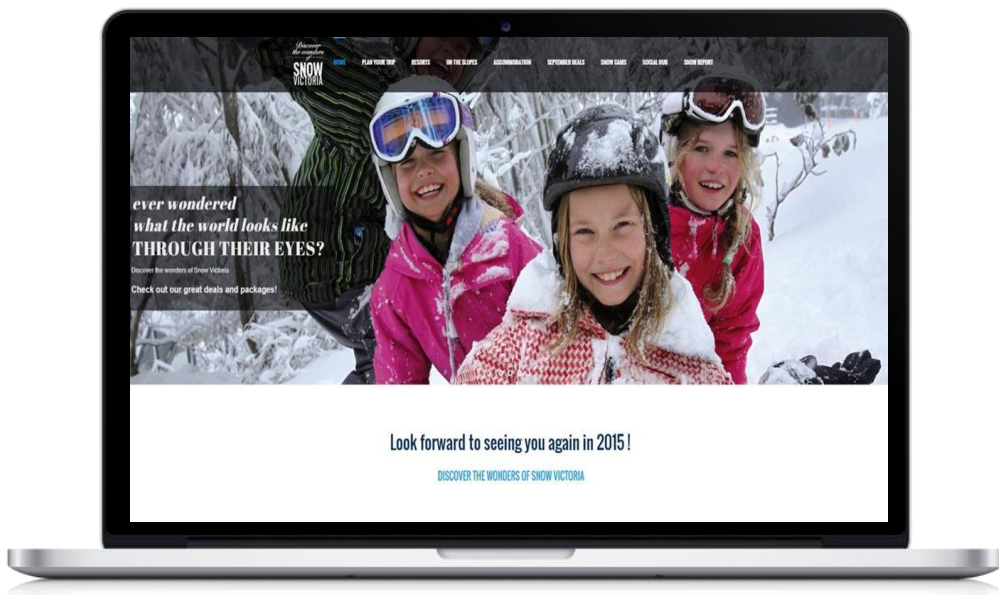
Solution

AMIRE implemented Google Tag Manager and set up accurate tracking site-wide. A combination of site audits, keyword research and onsite optimisation were prioritised to identify quick wins. AMIRE also created and optimised new site content targeted to snow enthusiasts in line with the Snow Victoria objectives.

Results

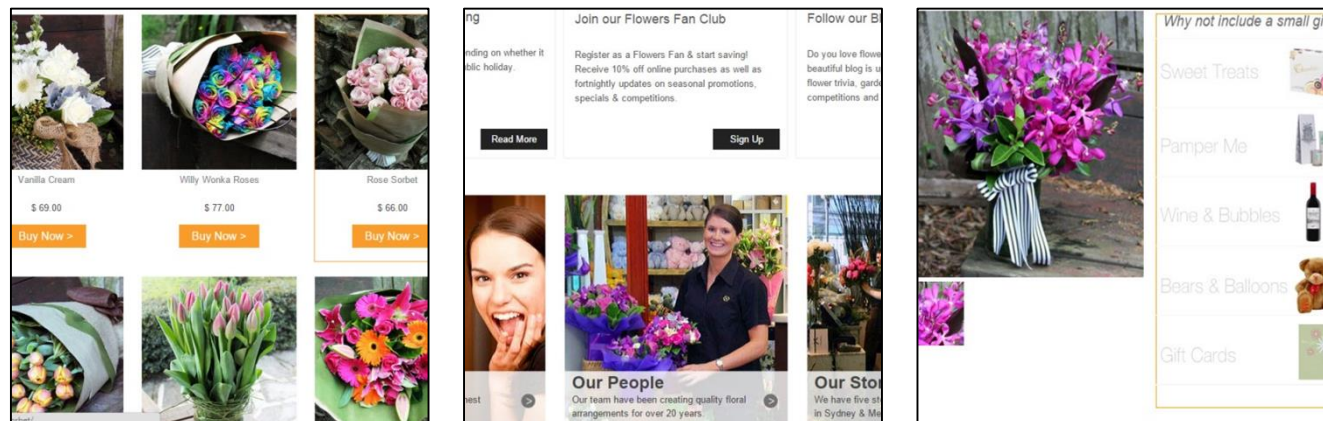
Online visibility grew exponentially with a significant increase in rankings across the site. Ranking visibility improved from 24 target phrases to 291 over 6 months:

- **1212% Increase in Rankings**
- **75% Increase in New Users**



Showcase (SEM)

Flowers For Everyone



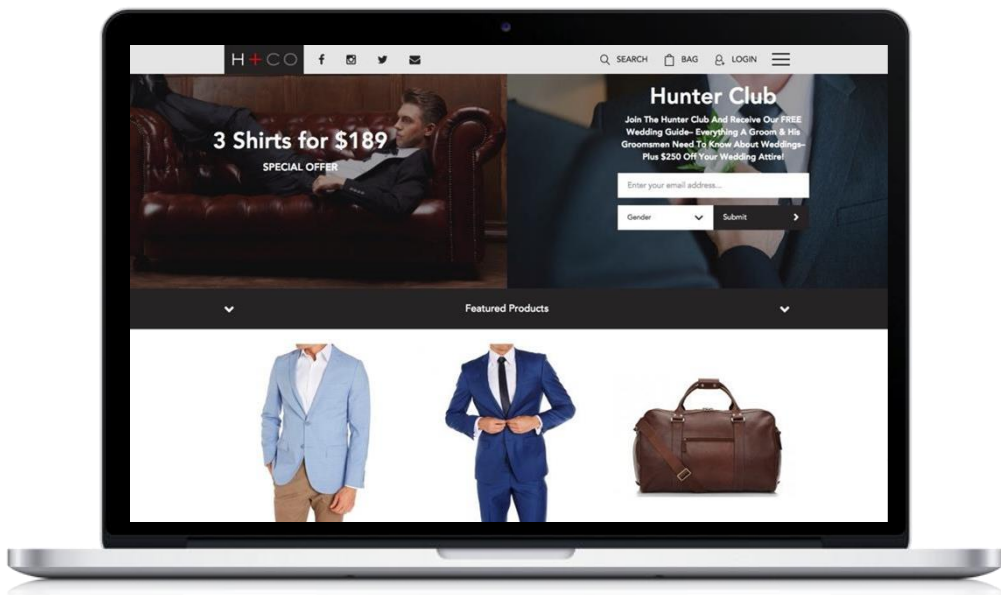
AMIRE drive significant increases in traffic & conversions for Flowers For Everyone.

The AMIRE Search team have been providing SEM services to Flowers For Everyone since August 2013.

The Paid Search campaign has saw major successes across the campaign within the first year with a **43% increase in click-through rates** and a **100% increase in campaign conversions** across key product lines.

Showcase (SEO)

H&Co- SEO



Challenge

H + Co are a Menswear retailer competing in one of the most competitive online industries. They have built a solid customer base over the past 10 years, however it was time to enter the e-commerce world.

AMIRE were commissioned to work with a third party development team to (i) identify target keywords (ii) provide SEO solutions during the site build and (iii) review the solutions were correctly implemented post-launch.

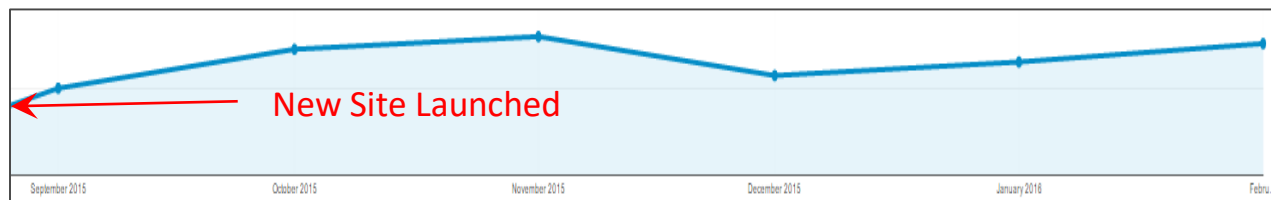
Solution

The AMIRE team worked with the developers throughout the wireframes and build stages to ensure all priority recommendations were applied. A post-launch review ensured all solutions were correctly implemented.

Results

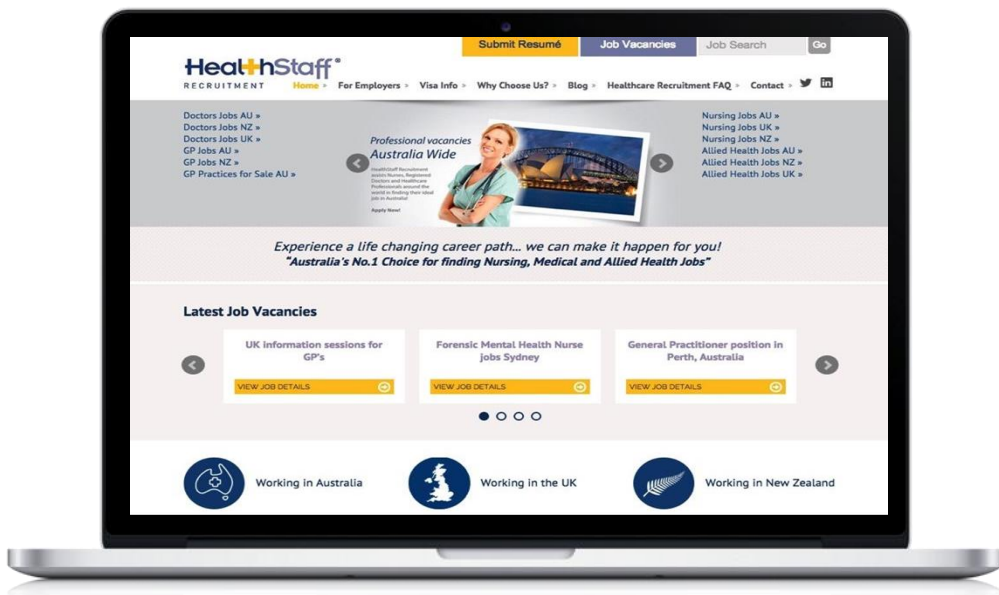
The site saw an immediate increase in traffic (compared to the old site) which has continued to grow since the site launched.

51% Increase in Traffic (over 6 mths)



Showcase (SEO)

Healthstaff Recruitment - SEO



Challenge

Healthstaff Recruitment (HSR) informed AMIRE that they would be running a recruitment event throughout the UK over a 2 month period. They had one key objective to meet, that being to schedule interviews with UK GP's.

It was clear this would need to be a very targeted campaign. HSR were looking to interview specific professionals within the Healthcare industry for positions available in Australia.

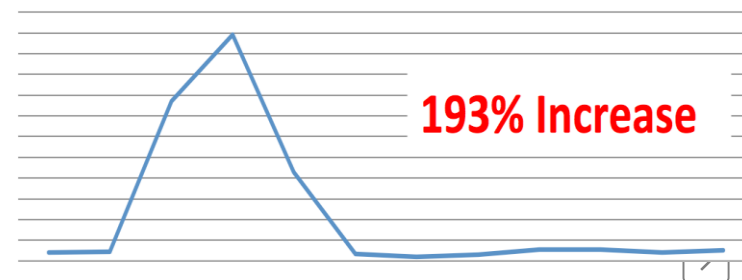
Solution

AMIRE created optimised landing pages targeting UK GP's. Additional research was conducted to ensure relevant keywords were used on both the site copy and code. This also involved close collaboration with the EDM strategy to ensure both strategies complemented each other.

Results

The campaign resulted in a major increase in conversions from the target market – UK GP's.

193% Increase in Conversions





Thank You



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