

Web Design | Marketing | SEO | Poole

Julia Odgers Website Design and Online Marketing

Julie Anns Dolls Houses

Price per Unit (piece): [Call for Pricing](#)



This client had already built her own website using EKM powershop, as well as having a shop on Ebay. Her aim was to increase organic search engine traffic to her own website rather than relying on Ebay as a sales and marketing channel. I produced a series of marketing recommendations and followed many of these through to implementation, increasing both traffic and sales.

I researched and developed a keyword strategy for the client, which fed through to a linking strategy. I revisited the website and advised on structure, organisation to maximise online SEO opportunities and ensure the site was in line with the new keyword strategy. Additionally I developed a plan to drive traffic to the site via PR, competitions, campaigns and promotions. I have also rewritten sections of the site and produced content rich articles and newsletters for this client.

Unsolicited feedback from client:

'you dont know how much I appreciate the work you have done... you have really taught me a lot of things to keep the site going and looking great. I have all your marketing recommendations docs saved, so any time i'm slacking , i take a look!'

And 6 months after implementing initial plans:

'Good news is website is doing great, much better than expected, overtaking ebay , which is what you intended to do for me, the amount of money I have saved on ebay fees is unreal'

View Julie Ann's Dolls Houses website at <http://www.julie-anns-dolls-houses.co.uk/>

[Vendor Information](#)

Customer Reviews: There are yet no reviews for this product.
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