

Our aim is to partner with people, brands and companies that share our passion for digital, and the internet on the whole. We value learning, numbers, creativity and integrity above all else, and luckily enough, have acquired a diverse team and client base that share this with us.



A true eCommerce success story

# REVIEW

A fairytale eCommerce story for a beloved Australian fashion retail brand.

## Background

GMG were engaged by Review to develop a an organic search strategy for the brand.

## Mission

Drive organic search engine traffic to the Review website via sustainable search engine optimisation.

## Methodology

GMG were able to reverse engineer the organic search strategies implemented by the world's prominent women's fashion retailers. These proven strategies were then implemented in the Australian market, and achieved a wide presence for both category level, and product level keywords for the Review brand.

## Process

GMG implemented an on-page content proforma that ensured the website was interpreted correctly by search engines. GMG implemented an off-page SEO strategy by collaborating with prominent fashion bloggers to obtain sustainable and authoritative mentions in the fashion space. This established Review as an online authority in fashion retail, generating a substantial search presence.

Results

70%

Increase in traffic  
year on year

100%

Increase in organic  
traffic

70%

Increase in repeat  
purchases

150%

Increase in  
conversion rate

Visuals

