

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.



# Redesign with the user in mind

# DAISO

GMG overhauled the Daiso Australia site, increasing exposure and ease of use.

## Background

The Australian branch of Japan's original one-price store approached GMG for help in identifying opportunities for improvement on their existing web presence.

## Mission

Despite offering a myriad of products and having a solid digital following, Daiso was not easily found online, and once users had accessed the site, they were not spending much time engaging with the interface. Thus the overall goal was to increase the on-site user experience, while simultaneously improving Daiso Australia’s online search exposure.

## Methodology

GMG concluded that the primary roadblock for both the user and search engines was the way in which products were arranged. A series of user tests and avatars were created and implemented to determine appropriate user paths and search-friendly architecture.

## Process

GMG redesigned the Daiso Australia site on a more search friendly platform, with an interface that offers improved navigation for both new and frequent site visitors. Product categories and content were arranged to be relevant to users and also suitable for search engines. Additionally, GMG launched an off-page SEO strategy to further the visibility of the new site.

Results

300%  
Increase in traffic

95%  
Increase in organic traffic

150%  
Increase In pages per visit

90%  
Increase In average time on site

Visuals

