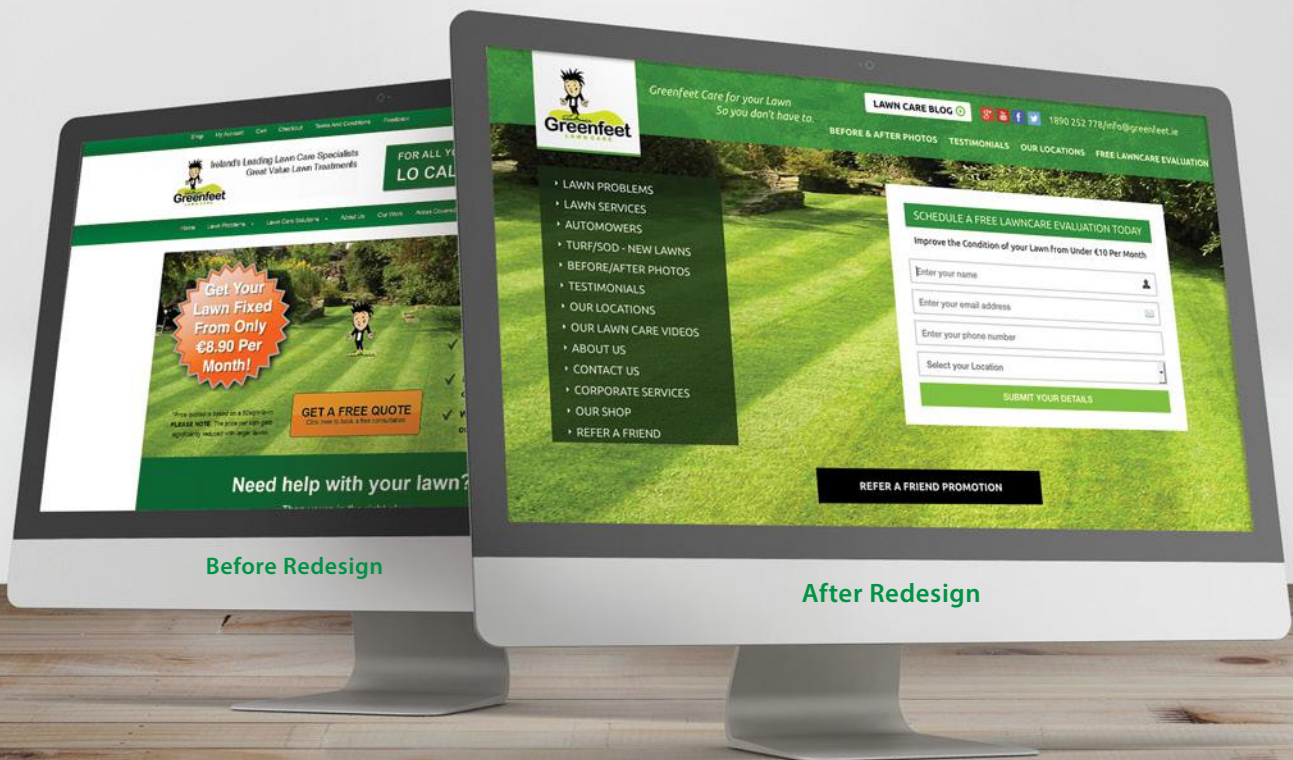


## DIGITAL MARKETING CASE STUDY

*“Greenfeet Care for your Lawn  
So you don’t have to.”*

# GREENFEET LAWNCARE

Greenfeet, a nationwide Lawn Care company targeting customer and franchisee growth from a strong base in Leinster. A complete website rebrand, organic SEO expansion and embedding an online shop.



Before Redesign

After Redesign

Url : [www.Greenfeet.ie](http://www.Greenfeet.ie)

Phone : 1890 252 778

Target Location : Nationwide

Primary Objective : Website Rebrand &  
Digital Lead Generation

## THE OBJECTIVE

To deliver a clean fresh website rebrand and extend the Greenfeet brand beyond Leinster, generating a wider local organic search engine presence. Delivering high quality digital leads.

## THE SOLUTION

### PRODUCTS

- Website Design & Development
- Graphic Design
- Content Marketing
- SEO
- Social Media
- PPC Advertising
- Analytics

### APPROACH

- Custom fully responsive website redesign
- Advanced On Page SEO
- Aggressive Keyword Analyses & Integration
- WordPress Blog for Content Marketing
- Ecommerce Integration

### STRATEGY

- Clear and immediate CTA
- Strong Social Proofing and sales influence
- Continuous Keyword Driven Content Marketing
- Landing page optimization
- GMB Optimisation and Backlinks for Local SEO

# THE RESULT

6 Month Period from January 2018 till June 2018



## SUBMISSIONS

**291**

Online  
Submissions



## TRAFFIC

**10,445**

Sessions

**23,606**

Pageview



## ORGANIC TRAFFIC

**64%**

Organic Search

**6673**

Organic Clicks



## SEO/BLOG TRAFFIC

**122** Pages  
Generating Traffic

**720** Traffic  
Generating Keywords

**7** SEO Blogs in  
Top 20 Trafficked Pages

**4734**

Keywords Indexed



## KEYWORD ORGANIC POSITION ONE FOR:

Lawn Care, Lawn Care Ireland,  
Lawncare Dublin, Lawn Care Dublin,  
Lawn Care Cork, etc.

**273** Keyword Strings  
in the Top 3 Organic Position



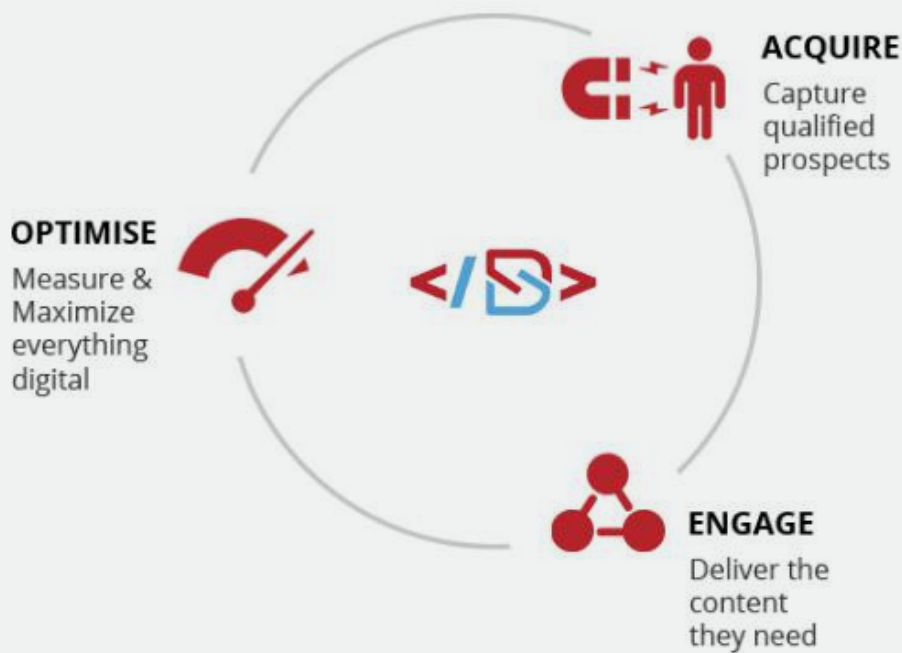
**ANTHONY FITZPATRICK**

Company Founder

*"Over 123 Online Submissions within a two-month period. A 40% Increase in online sales. A truly professional experience from the off. Outstanding communication and the sales figures to match, a pleasure to work with."*

# ABOUT DIGITAL SALES

At Digital Sales we build cutting edge technology applying real innovation to digital marketing solutions, solutions that provides tangible value and generate real 'return on investment' for our clients. We employ our talent and resources around a proven process and methodology of 'acquire', 'engage' and 'optimize' when developing digital marketing and software programmes.



Applying this proven methodology while leveraging our vast knowledge base, our cross-department resources and exploiting latest technologies allows us to deliver real results and help you to achieve your business and digital marketing goals.

## OUR PROCESS

We work with a proven process designed to improve the performance of your digital marketing programmes and technology, while advancing the digital marketing maturity of your business.

See the four steps to marketing success for any of our solutions.

