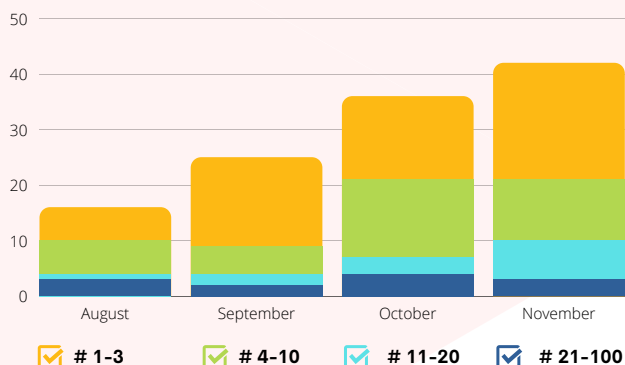


ARBEE CRAFT

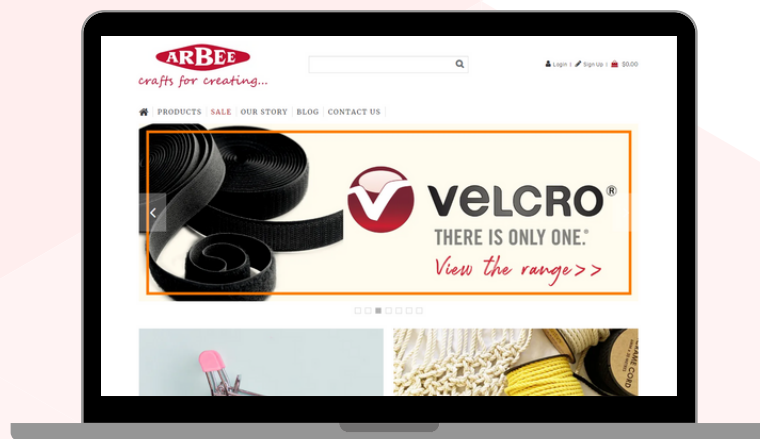
Website: <https://www.arbee.com.au/>

INDUSTRY: CRAFTS SUPPLIES ONLINE

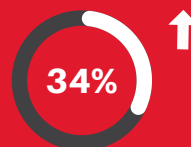


The Arbee Business began in 1902. The owner Mr. R.B.Stevens, a leather merchant started the business to sell his leather items.The original Arbee business, shop and factory, was in Swanston Street, Melbourne. By the 1930s Arbee had expanded to make the famous Arbee moccasins. These became well known as they had durable cowhide on the outside and a layer of lambswool on the inside.

Today, Arbee supplies thousands of customers worldwide with more than 2000 different products and continues to introduce new lines regularly. Their team of product designers continuously visit overseas markets to stay ahead of trends so that the latest styles and designs are available to their customers.



SITE HEALTH



VISIBILITY



ESTIMATED TRAFFIC

BUSINESS CHALLENGES:

- Low numbers of keywords ranking on top positions (Google).
- On-page issues are found on the site.
- Lower visibility compared to their competitors by 14%.
- Low domain authority score on their website.

SOLUTIONS:

- Increase the number of keywords for targeting using the most effective keyword research techniques.
- Provided an on-page optimization guide for easier content optimisation.
- Provided guidance on how to revise their meta title to make it more compelling.
- Worked on the reviewing backlink profile and removed all found highly toxic backlinks

RESULTS:

- Pages that don't have rankings on the past 30 days jump to the top rank of search engine results page as their previous poor-performing keywords are replaced. From the previous average of 85th, Arbee Crafts average position jumped to 20th on the present.
- More website pages are becoming well optimized by the changes done on Arbee Craft's site using the guide that Web Ninja provided.
- Website visibility increased by 36% in just 30 days. Also, the probability of users clicking a link from Arbee Crafts' site on SERP has increased by 60%.
- Domain authority score of the site starts to increase.