



www.direct-golf.co.uk

Executive Summary

Direct Golf is one of Europe's largest golf equipment retailers selling a wide variety of golf clubs, golf clothing and golf accessories. As the second largest online golf retailer in the UK with a multi-million pound annual turnover, the company also has 17 flagship golf stores across the country.

Direct Golf instructed us to begin an integrated SEO and PPC campaign to capture maximum visibility in both organic and paid search arenas. This has achieved continued success from short tail and highly competitive keywords like 'golf equipment', 'putters' and 'golf clubs' to brand terms like 'Nike golf' and 'Powakaddy' and long tail, high conversion rate keywords like 'Taylormade Burner fairway wood'. Organic traffic for Direct Golf's location specific stores has improved for keywords like 'golf shop Kent', 'golf equipment Cambridge' and 'Doncaster golf store'.

Since 2009, we have utilised Google Analytics to measure the impact of improved rankings and help shape the SEO campaign. Year on year, organic search engine traffic for golf and brand related keywords has dramatically improved. Our SEO work for Direct Golf has rocketed online revenue and organic search traffic remains the top traffic driving source.

Strategy Implementation

- Extensive on-site SEO to improve brand, local and long tail search engine results.
- Improvement of key landing pages and site structure optimisation.
- Widespread competitor link analysis and acquisition.
- Comprehensive content creation strategy including news, tips and equipment guides.
- Anchor text keyword driven link building via articles, blogging and online PR.
- Google Places optimisation for local search.
- Google Base feed optimisation.
- Innovative link building and link baiting strategies for building a natural back link profile.



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Results

Comparing non-paid traffic from:
1 January – 31 March 2010 to 1 January – 31 March 2011



Non-paid traffic from search engines has increased by over 67% compared to the same time period last year.

This has resulted in an 88% increase in revenue.

Keyword: "Golf Clothing"

605% increase in traffic resulting in a 258% increase in revenue.

Keyword: "Golf Trolleys"

968% increase in traffic resulting in a 1273% increase in revenue.

Conclusion

Natural traffic from the search engines is fundamental for Direct Golf's online success. Blueclaw's management of Direct Golf's SEO campaign has significantly increased traffic, brand exposure and sales.

"Direct Golf UK started working with Blueclaw to provide additional resource for our in-house online marketing department, with Blueclaw's experience and expertise in SEO, PPC management and online marketing proving an excellent match with our own skill set. As a result of close contact and feedback, our relationship with Blueclaw has developed quickly allowing us to increase our online presence and revenue. Fergus, James and their staff are committed to promoting Direct Golf UK, in line with our business goals and their expansion in a difficult economic climate shows their commitment is paying off. Working with Blueclaw has given us an edge over our competitors and will allow us to achieve our online objectives quickly and efficiently."

Nick Doran

Web Marketing Manager
Direct Golf

