



A LEADING GLOBAL FULL-SERVICE DIGITAL INTERACTIVE MARKETING AGENCY

CASE STUDY

FR*ee*LANCE
SHOES

eintelligenceweb.com

About Our Client

Freelance Shoes, a family-owned business established in Sydney in 1993, is a leading Australian fashion footwear brand catering to modern women. Specializing in boots, heels, flats, and sandals, they offer an extensive range of stylish options. With a vision to evoke the ‘Fashionista’ in every individual, Freelance Shoes provides the latest trends in high heels, boots, casual footwear, and flats, with a focus on perfection and inspiration from European and American styles.

Their Challenges & Our Solutions

- We conducted an in-depth analysis of their websites in the following areas:
 1. Website Audit & Improvement Recommendation
 2. Backlink Analysis and Audit
 3. Content Gap Analysis
 4. Proposed SEO Strategy
- After thorough research and optimization of the website, we proposed an SEO strategy.
- We developed an integrated site-wide keyword strategy and identified 50+ keywords that we should focus on to increase their store footprints and eCommerce sales.
- We identified the top 38+ web pages and recommended technical changes for all pages which helped us drive additional traffic to the website.
- Launched a customized SEO campaign with 50+ targeted keywords and 38+ landing pages.
- Launched various link building campaigns to obtain quality backlinks to improve the site’s credibility and page authority.
- We performed extensive outreaching activities and got 17+ live backlinks through outreach with high Domain & Page Authority scores just in 2 months.

Results

- Improved organic conversions / sales by over **640%** (increased conversions from **12** to **89**) per month
- Organic traffic improved from **491** to **1,892** (that’s over **280%**) per month
- Out of **50** target keywords, **44** keywords started ranking on the first page of Google Australia
- Fixed broken links and regained **187** quality backlinks, leading to a significant improvement in their Domain & Page Authority.