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Client Details

Website: <http://www.picturemaster.co.uk>

Theme: Canvas Print Materials

Profile:

Picture Master is a young and dynamic company set up by a team which consists of a designer, photographer and printer. They have bought their experience together to create an array of solutions to combat problems faced by the art industry over the last six years. Picture Master is focused on offering the design, art and photographic industry with products of the highest quality at very competitive prices. Picture Master develop and assure extraordinary colour performance, longevity and consistency throughout the range of media. They offer their customers the perfect solution; bright white and seedless canvas together with consistent quality and continual supply. At Picture Master supply Canvas Stretcher Bars known as Canvas Frame, Polyester Inkjet Canvas, Cotton Inkjet Canvas, Canvas Varnish, Epson compatible Inks, Canon compatible inks, Inkjet Photo Paper Roll, Fine Art paper, Self Adhesive PVC Vinyl, Rollup & Popup Blockout Banner Film, Heavy Duty Scrim Blockout Banner Vinyl, Plastic Corner Protector, Canvas Pilers, Canvas Masking Tapes, Staple Guns & Staples.

Requirements:

- ▲ Increase in demand of inkjet canvas & stretcher bars.
- ▲ Site Optimisation to gain top rankings in the major search engines
- ▲ Increase organic traffic targeting keywords
- ▲ Reduce the Pay Per Click campaign spend in Google Adwords
- ▲ Increase the number of visitors to the website

- ▲ Improve the quality and quantity of organic traffic.
- ▲ Improvement in rankings

Solutions Offered:

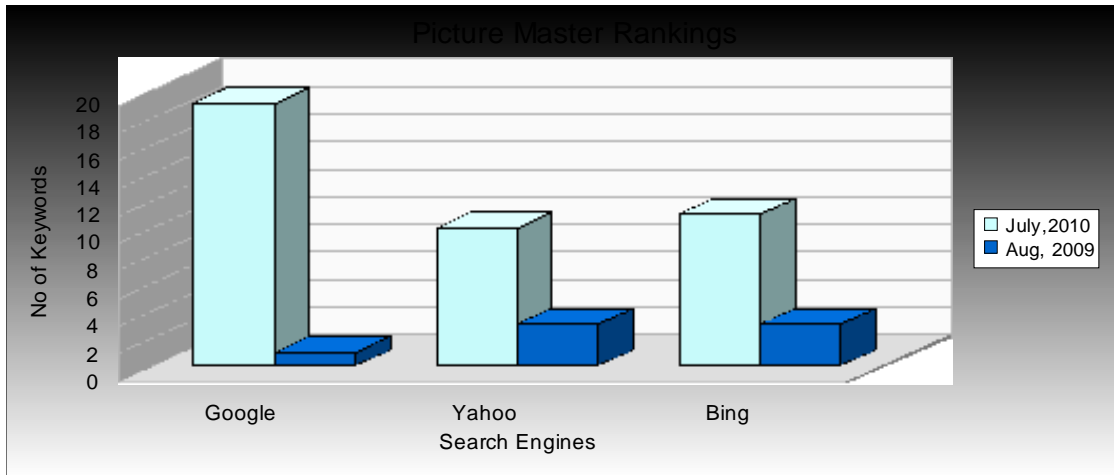
- ▲ SEO
- ▲ SMO
- ▲ PPC

What we Achieved

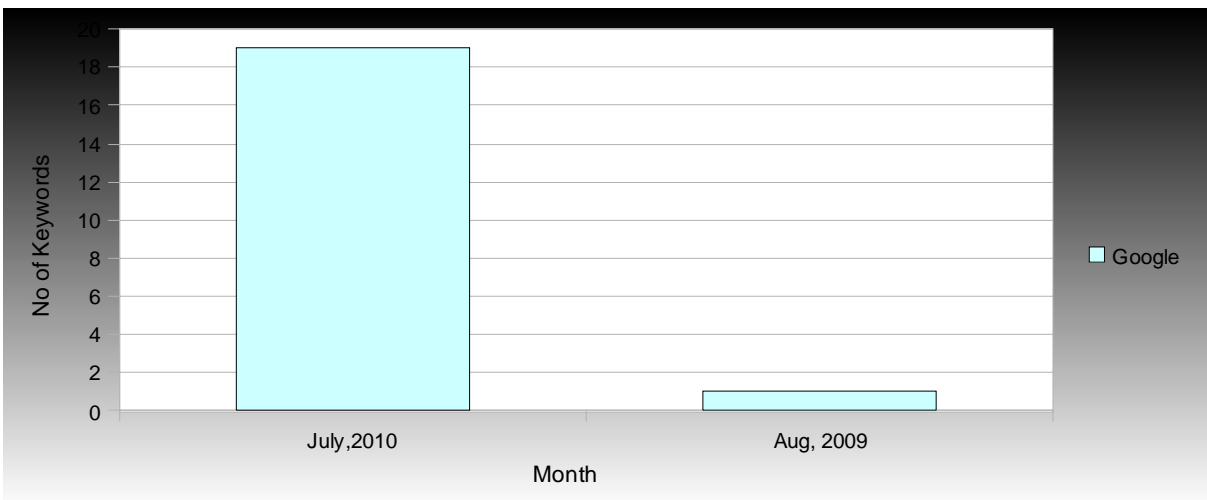
2.1 Initial and Current Ranking

Sr No.	Current Rankings	Current	initial Rankings
1	polyester canvas	5	10
2	banner paper	5	Not in 100
3	canvas rolls	6	Not in 100
4	Epson 9800 ink	6	100
5	Epson 9800 inks	6	74
6	stretched canvas	6	Not in 100
7	canvas varnish	7	13
8	stretch bar	7	Not in 100
9	canvas frame	7	Not in 100
10	canvas roll	7	Not in 100
11	polyester inkjet canvas	8	40
12	inkjet media	8	Not in 100
13	canvas stretcher frame	8	Not in 100
14	inkjet canvas	9	95
15	photo paper roll	9	Not in 100
16	stretcher bar	10	Not in 100
17	inkjet photo paper	10	Not in 100
18	canvas stretcher bars	10	Not in 100
19	canvas stretcher	10	Not in 100
20	stretcher bars	11	Not in 100

The below graph compares the number of keywords on the first page of three main search engines

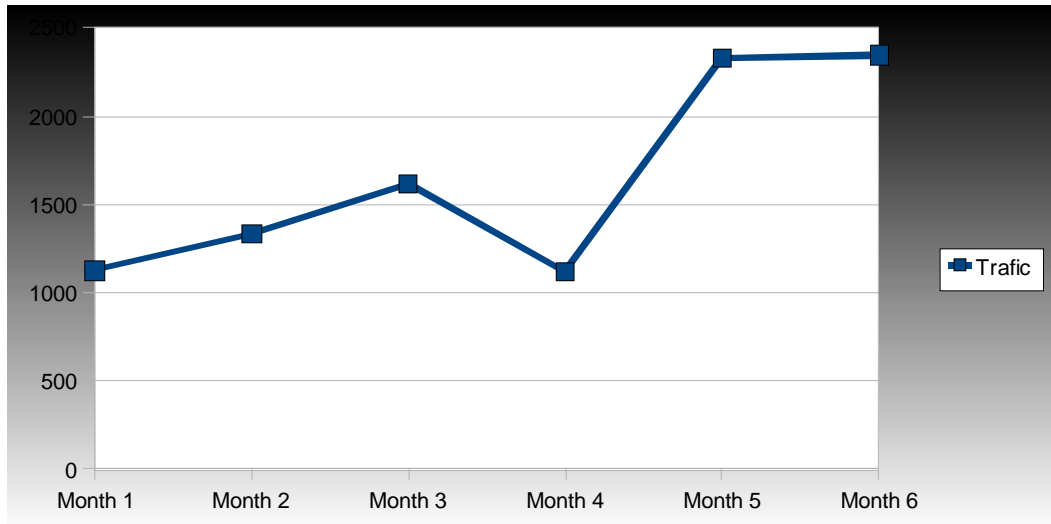


There has been an increase of more than 1900% in the number of keywords ranking on the first page of Google.



2.2 Traffic

There has been an increase in the overall organic traffic to the site. The organic traffic to the site grew by over 108% in the course of six months



2.3 Google Ranking

The following graphs show the initial and current rankings for few of the important keywords.

