

Search Engine Optimization Case Study - GiftfulThinking.com



GBIM Appraisal

GB Internet Marketing is phenomenal. Can't beat the price or service. In only my 2nd month of services, many of my keywords were ranked on page 1 or 2. They communicate thoroughly with clients and work actively to build a campaign that drives results.

Anna Nanavati, Founder
GiftfulThinking.com LLC

The Company

GiftfulThinking has been long in the making, and a long time coming. The Company offers a wide selection of high quality gifts for kids, personalized gifts for children, and makes it easy to buy them. Their attention to detail, and impeccable customer service make it very easy to become a long time customer. Their gifts for kids will also last the test of time in the hands of whomever you choose to give them to, and will ensure that many years of enjoyment are gained from them.

The Task

Giftful Thinking is in the business from many years, apart from having a fantastic website; the company has a great collection of products. But somehow, the company owner never got benefitted from the site. The sales rate was not satisfactory, and Site was not getting ranked in any Major Search Engines. There were also some problems regarding the Programming Logic of the site.

Solutions

The Site was Optimized using various SEO Techniques. Also with some initial consultations from GBIM Technologies, the Programming Logics was changed. The site lacked Keyword Oriented Contents, which was incorporated and the SEO Team of GBIM Technologies updated various Tags and Internal Links.

GBIM Advantage

There was an increase in the Site Visitors after Optimization. The Company owner is happy with Result.

The Site started showing results in Top Search Engines and today the company is not only the Top ranker in the Most Competitive Keyword, but also one of the highest selling Gift Shop Online.