

## **About the Client**



A leading liquor supermarket chain in Australia with over 250 stores located across the country



Offers a range of alcoholic and non-alcoholic beverages at affordable prices



Has a website where customers can purchase their favorite drinks and have them delivered to their homes on time





along with a comprehensive SEO audit to identify the pain points

focused on core web vitals Identified the root cause for high page load

time on desktop and mobile devices along with sharing recommendations for improvement Studied visitor behavior through heat maps

Identified the un-optimized GMB listings and improved local search visibility

Conducted a pre-optimization analysis Analysed the competition, determined the Performed a technical SEO analysis that Created new page variations that and session recordings affecting the website authority

cause for call drops, and automated business listings Ran a funnel analysis and carried out A/B

shipping costs and taxes were a reason for call drops

Generated a hypothesis that suggested

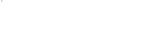
highlighted shipping and tax details Located the toxic backlinks that were



Adobe







ahrefs

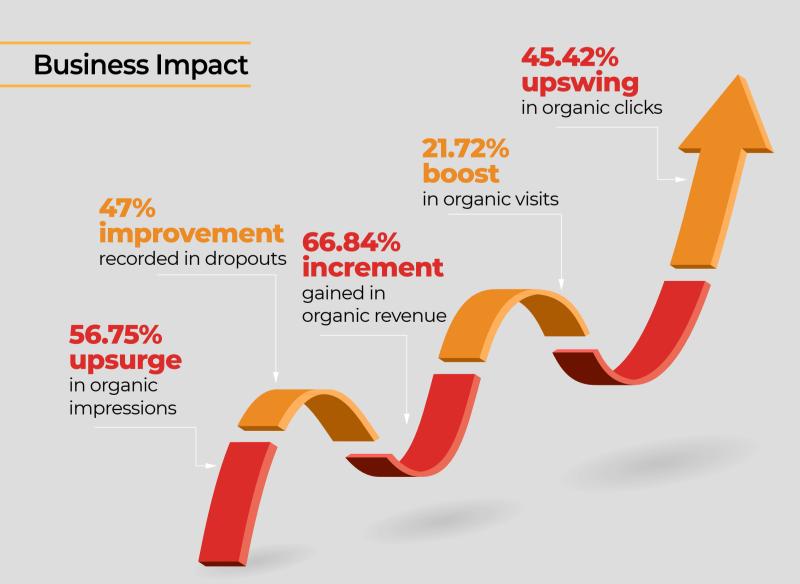
**Technology Stack** 











## **Cybage MarTech Services**



Marketing



Analytics

and Insights







Management

Building comprehensive SEO strategies that boost the organic conversion rate

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