

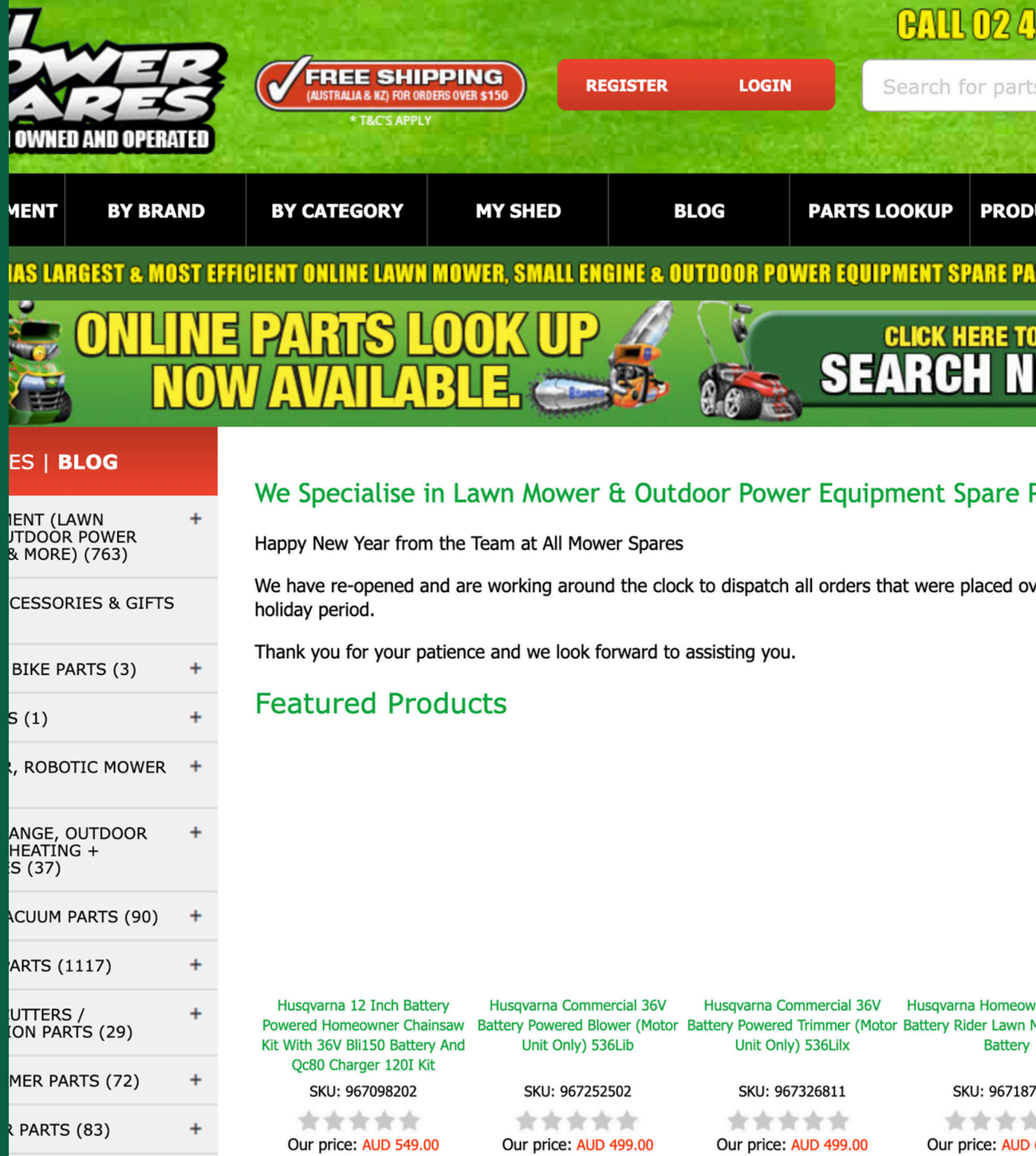
RISE & FALL OF THE ALL MOWER SPARES **SEO CAMPAIGN**

In this deck, we will break down the rise and fall of this SEO campaign to inspire you to work with the right SEOs who have the proven experience and skills to keep your business moving in the right direction. My PLAN was to build All Mower Spares into Australia’s BIGGEST mower spare part company.

From 1,500 users per month in 2013 to over 60,000 in 2018! 3900% Growth in 4-5 years.

Key Tasks Below in the first few years

- Fixing internal and external links
- Advance Technical SEO Implementation
- URL and Information architecture overhaul
- Out of stock and discontinue product page optimisation strategy
- External backlink and link acquisitions from forums, blogs, magazines
- 404 error handling to avoid losing link authority





- Year on Year SEO Growth for over 5 years
- 3900% SEO Growth - Despite being on X-Cart, we managed incredible online organic growth to traffic and revenue figures....
- Becoming a market leader in Australia
- ROI and ROAS is increasing substantially Year on Year
- Decision was made to move away from X-Cart to Magento.

FROM $5,000 ORGANIC REVENUE PER MONTH IN 2013 TO $251K PER MONTH IN 2017

		Session primary...Channel Group)	aged sions	Engagement rate	Average engagement time per session	Events per session	Event count	Key events	Session key event rate	Total revenue
☑		Total	7,583 f total	67.71% Avg 0%	1m 30s Avg 0%	8.21 Avg 0%	13,676,061 100% of total	587,736.00 100% of total	6.29% Avg 0%	$374,024.73 100% of total
☑	1	Organic Search	0.4%)	69.58%	1m 22s	7.69	10,016,665 (73.24%)	423,574.00 (72.07%)	6.11%	$251,960.89 (67.36%)

OUR AMAZING GROWTH WAS EVIDENT AND THE PATH FOR COMPLETE AUSTRALIAN MARKET DOMINATION WAS SET....WE JUST HAD TO CONTINUE DOING THE GOOD THINGS WELL, AND SCALE UP TO GREATER AMOUNTS OF CONTENT, DIGITAL PR, SOCIAL MEDIA AND TACKLE OUR BRANDING IMAGE NATIONALLY AND INTERNATIONALLY.

ALL MOWER SPARES HAD THIS TO SAY IN 2018

Brett Gilleland

6 reviews · 1 photo

★★★★★ 5 years ago

I have been working with Andrew for 6 years now to build my site...

The level of knowledge, professionalism and his passion is something i have not seen in this industry ever... I feel extremely lucky to have such a powerful resource and asset working on my business and can honestly say that no matter what he charges, i feel comfortable knowing that Andrew has my absolute best interests at heart. This has been from building such a strong relationship over a 6 year period...

I have had to make many budget cuts over this time. Andrew and his services will NEVER be one of them...

Regards

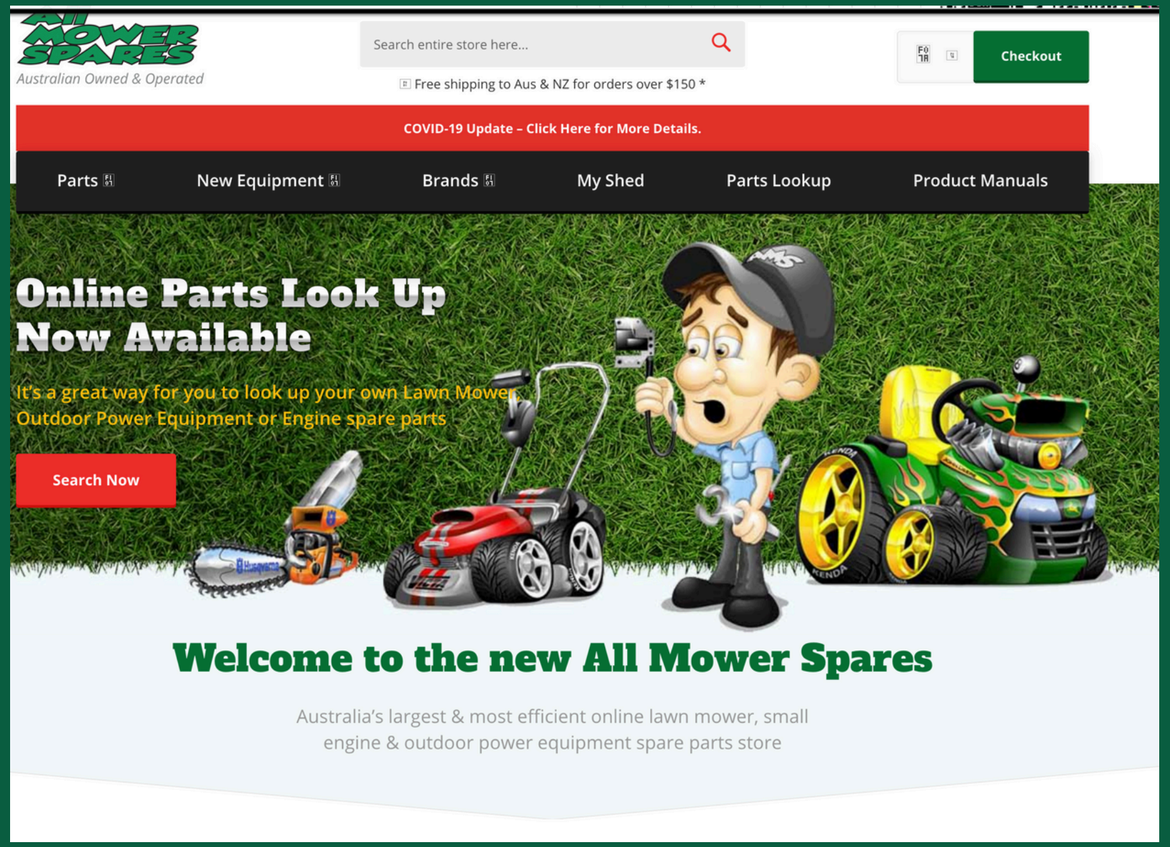
Brett Gilleland

Director

All Mower Spares

OMEGA DIGITAL COMPLETED A SUCCESSFUL WEBSITE MIGRATION

www.allmowerspares.com.au migrated 100,000 PLUS from X-Cart to Magento without losing SEO organic traffic.



GOOD NEWS OVER

😢 In **2019**, the client reached out to me and said, we have our own resources to manage SEO and it crushed me.

🚒 In 2023, the owner reached out again and asked me to URGENTLY HELP... 🔥

😭 THE WEBSITE traffic was sinking. And I had to pull out an emergency SEO site audit.

The site was on 🔥

😢 The business was all but over.

😢 AMS went into administration.

GOOD NEWS OVER



GOOD NEWS OVER

Brett called me in after a few years of being removed from the campaign.

* I detected over **280,000** broken **INTERNAL** 404 pages
https://docs.google.com/spreadsheets/d/1PTpP2Jnm-GLlSzKECKbm1k6Mcu3W79oZ_ASyoSehmzA/edit#gid=1987087482

* Duplicate URLs indexed.
301 redirect non-trailing slash to trailing slash.

Over 800,000 “discovered but not indexed”

Non-indexable canonicals is an issue. URLs in column A have canonicals to URLs that cannot be indexed in Column D.
https://docs.google.com/spreadsheets/d/1PTpP2Jnm-GLlSzKECKbm1k6Mcu3W79oZ_ASyoSehmzA/edit?gid=677817756#gid=677817756

CONCLUSION

While a decent developer, the client could not understand the difference between an SEO and a web developer. They thought they did the same thing. "Website people"....

Choose the right SEO. Technical SEO is Omega Digital’s specialty for jewellery and luxury B2C campaigns.

Developers are builders. SEOs are engineers. For website migrations, a technical, talented and experienced SEO is mandatory. Especially larger eCom websites.

Call OMEGA DIGITAL

TESTIMONIALS - ANDY JOVANOVIC WORKWEARHUB.COM.AU

It's been an absolute privilege to work with Andrew and even more so to call him a friend. He's not only incredibly talented and insightful in his field – with a level of detail and dedication that's hard to match – but what truly sets him apart is his character.

Andrew was never just an agent for us; he became a fully integrated member of our team. Genuine, kind, and full of integrity, he brings energy, insight, and inspiration to everyone he connects with. He stands firmly for what he believes in and consistently shows up with purpose and heart.



An absolute legend in every sense.

~ Andy Jovanovic // www.workwearhub.com.au

Chief Operating Officer

OMEGA DIGITAL

UNLEASHING OUR CLIENTS MAXIMUM POTENTIAL

OMEGADIGITAL.COM.AU @OMEGADIGITALAU OmegaDigital

TESTIMONIALS - DANIEL ANANIA
ANANIA.COM.AU



To say Andrew is good at his job, is to say that Michelangelo was just a painter. Andrew is a visionary, with technical bravado and actually cares about clients getting results, being dynamic and embracing both the clients need, the best objectives of the business.

Andrew will go over and above the call of duty every single time. He is the most valuable asset in your arsenal, a gentleman and a lively and spirited debater and conversationalist. You won't regret talking to Andrew, you will regret not.

MEET COMPANY FOUNDER

With over 18 years of SEO experience—16+ of those specialising in the jewellery & luxury —Andrew Glyntzos has built a reputation for delivering measurable, revenue-driving results for luxury jewellery and fashion brands.



ANDREW P GLYNTZOS

CLIENT & SEO DIRECTOR

(18 YEARS IN SEO)

CONTACT US

We would love to chat about your SEO journey to date

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