



# SEO CAMPAIGN SUMMARY

[www.greencon.co.zw](http://www.greencon.co.zw)



## Value

Helping small scale and commercial farmers increase profits and revenue.

# About Company

## Background

A B2B and B2C company servicing the agricultural niche focused on value addition for farmers through various products and services which include greenhouse construction, dam liners, fertilizers, agronomy advice, amongst others.



## Mission

Expansion into new markets and expand the company footprint across the African region.



# Challenges

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01

## Ineffective Communication

Failure to communicate effectively with their target demographic.

02

## Decreasing Market Share

Lack of an online presence resulted in a loss of market share to competitors who were more visible and accessible online.

03

## Brand Awareness

Lacked a strong brand identity.

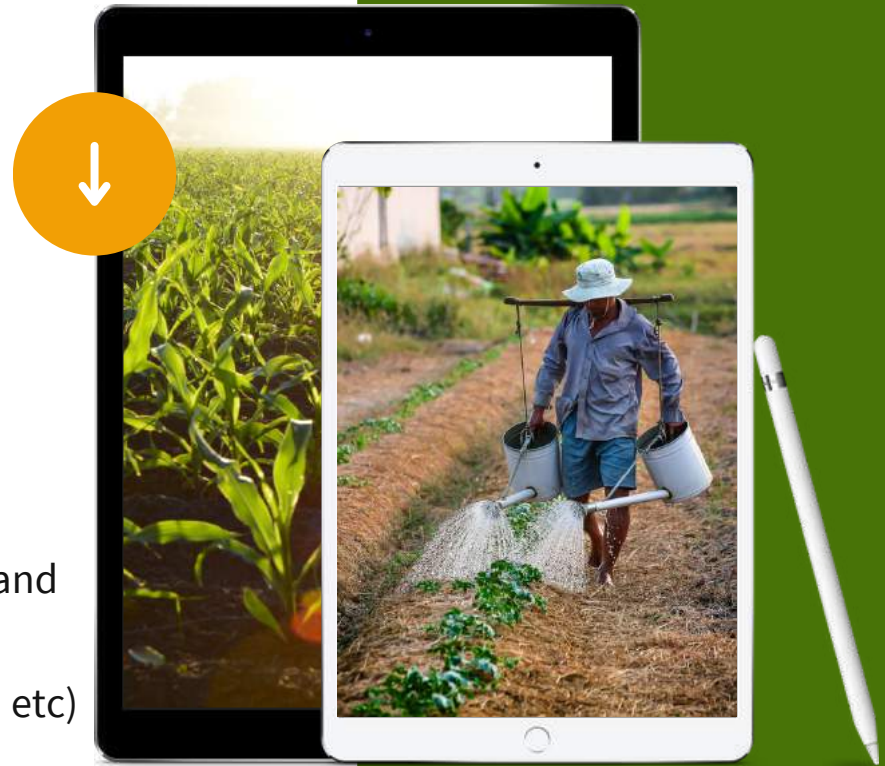
# Groundwork

I created their target audience personas or ideal customer profiles and came up with a digital strategy to cover all aspects of their online presence primarily focusing on SEO and high intent keywords.

While highlighting the main value propositions to grow the company following and inspire brand loyalty.

# Strategy

- Website optimisation & revamp to show the product range and crafted fresh copy to speak to the target audience.
- Created a lead magnet to grow their email database and fill the sales funnel with leads for future nurturing.
- Upgraded company owned assets (GBP, social media etc) to have one brand voice across all channels and integrated the lead magnet into some social media sites.
- Created online listings on relevant platforms to drive traffic to the website and to increase their brand visibility.
- Introduced a newsletter for information about products & services, and the company fresh in their minds



# Results

- Organic traffic to the website increased by 264%.
- Website ranking improved and moved to page 1 for target keywords.
- Outranked competitors for main search keywords.
- 62% increase in email subscription rate.
- Increase in inbound traffic and qualified leads.

Business Profile

Google

## Your Business Profile report with 89 interactions\* last month

See how Greencon at 8 Coronation Avenue, Harare performed in July 2021 compared to the previous month.

[See full report](#)

Your performance at a glance

📞 21

calls  
-16%

💬 0

messages

📍 50

people asked for  
directions  
+66%

🌐 18

website visits from  
profile  
-45%

👁️ 283

profile views  
-12%

🔍 68

searches  
-15%



# Results

## Performance on Search results

EXPORT

Search type: Web

Date: Jul 1, 2021 - Jul 31, 2021

+ New

Last updated: 5 hours ago

Total clicks

134

Total impressions

2.28K

Average CTR

5.9%

Clicks

12

Impressions

150

8

4

0

100

50

0



01/10/2021



# THANKS

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