

Castlereagh Feeds Digital Marketing Case Study

Overview

Getting to the 1st page of Google within 12 months, increasing brand awareness and lead generation.

Castlereagh Feeds is an animal feed manufacturer, based in Castlereagh, NSW. They contacted DesignQ, as they wished to increase their brand awareness via their website, social media, and email marketing.

They also wanted to increase visitor numbers to their website by getting to the first page of Google.

The following case study details how DesignQ helped drive Castlereagh Feeds' online presence through various digital marketing channels, including search engine optimisation (SEO), social media marketing and email marketing.



SEO Strategy

DesignQ's strategy is split into two major areas: content driven strategy; and, non-content driven strategy.

Content Driven Strategy

This part of DesignQ's SEO strategy involves creating purposeful content. The strategy is as follows:

- Create SEO content that attracts backlinks
- Promote the content so that it receives backlinks

DesignQ has written one content piece per month for Castlereagh Feeds.



SEO Strategy

Non-Content Driven Strategy

DesignQ's non-content driven strategy involves creating optimised landing pages to target keywords.

After performing keyword research for Castlereagh Feeds, DesignQ used the following tactics to achieve results:

- Optimise target page(s) for keywords
- Perform SEO audit to identify all on-site technical issues
- Fix issues found with SEO audit
- Contact Castlereagh Feeds' suppliers to secure backlinks
- Start blogger outreach campaign
- Continue acquiring relevant links until Castlereagh Feeds ranks



Keyword Research

DesignQ used KW Finder to perform keyword research for Castlereagh Feeds to give an idea of keywords that the client could compete for.

DesignQ first established searcher intent and then ensured that there was enough search volume for the chosen keywords.

The result was a list of long-tail keywords on the right.

Note: Search volume is the number of people entering the listed keywords into Google search each month.

KEYWORD	SEARCH VOLUME
alpaca feed	50
castlereagh feeds	140
castlereagh horse feeds	20
chicken feed	1620
chicken layer feed	50
chicken pellets	390
horse feed	1058
horse feeds australia	70
pig grower pellets	20
pig pellets	70
poultry feed	260
rabbit pellets	260
stud mix	10
stock feed manufacturers nsw	40

SEO Audit

DesignQ then performed an SEO audit of the client's website to identify technical issues that could harm the user experience.

DesignQ checked for the following issues:

- Slow loading website speed
- Non-mobile friendly website
- Distracting elements
- Poor or outdated design
- 404 pages (missing pages)
- Broken links
- Redirect chains
- Duplicate content
- Ineffective internal linking
- SSL certificate



DesignQ found no technical website issues that should prevent the Castlereagh Feeds website from ranking.

Competitor Analysis

DesignQ's competitor analysis consists of two stages.

During the first stage DesignQ performs a brief overview of competitors for predetermined keywords.

DesignQ looks for the following:

- **Page Authority & Domain Authority of relative competitors**

Big brand dominance i.e. are Wikipedia pages present? This could signal that a keyword would be too difficult to compete for, particularly during the beginning of the SEO campaign

- **Pages that signal low competition**

i.e. Q&A sites, article directories, press releases.

These kinds of sites signal that a keyword might be easy to compete for.

This is performed to determine whether a keyword is worth pursuing or not ranking.

The second stage of DesignQ's competitor analysis involves looking over each competitor one-by-one. DesignQ examines each competitor for the following:

- **Total linking root domains** – this is a key ranking factor. Thus, it's a priority for DesignQ to find out this information about competitors.
- **Link quality** – another important ranking factor and priority for DesignQ. This also helps DesignQ determine the required quality of backlink profile to compete for keywords.

These factors are examined relative to the client. DesignQ also reverse engineered competitor backlink profiles to acquire as many of the same high-quality backlinks as possible and then go a step further with the non-content driven part of its strategy by acquiring more high-quality backlinks.

On-site optimisation & link building

DesignQ focused on the following types of links:

- Partner business links
- Blogger outreach links from relevant websites

Over the course of 12 months, DesignQ's link building efforts have resulted in an average of one link per month, making for a grand total of 12 links over the last year.

The client had 21 linking root domains during July, 2020. There are now 33 linking domains pointing back to the Castlereagh Feeds website.

550% Increase in Website Visitors

Before starting with DesignQ, Castlereagh Feeds had about 200 unique monthly website visitors as a direct result of organic search traffic.

Within the first 6 months of starting with DesignQ, this number increased to approximately 700 unique monthly website visitors.

This number has now increased to **1,164 unique website visitors** in December 2020, as a direct result of our SEO efforts.

SEO Results

When Castlereagh Feeds first begun its SEO endeavour, it was nowhere to be found on Google.

Now, it is on the first page for a wide variety of keywords and is still growing. The results are detailed on a quarterly basis via the table below.

KEYWORD	RANK BEFORE SEO	RANK Q1 - 2020	RANK Q2 - 2020	RANK Q3 - 2020	RANK Q4 - 2020	SEARCH VOLUME
alpaca feed	100+	15th	4th	3rd	4th	50
castlereagh feeds	N/A	1st	1st	1st	1st	140
castlereagh horse feeds	N/A	1st	1st	1st	1st	20
chicken feed	100+	100+	43rd	40th	29th	1620
chicken layer feed	100+	100+	91st	78th	34th	50
chicken pellets	100+	17th	12th	13th	13th	390
horse feed	100+	11th	6th	4th	4th	1058
horse feeds australia	100+	7th	2nd	1st	2nd	70
pig grower pellets	100+	16th	15th	13th	9th	20
pig pellets	100+	15th	14th	18th	12th	70
poultry feed	100+	100+	80th	84th	42nd	260
rabbit pellets	100+	25th	12th	7th	7th	260
stud mix	100+	6th	4th	3rd	2nd	10
stock feed manufacturers nsw	100+	100+	8th	7th	6th	40

Search volume = The number of people searching for a particular keyword each month.

Social Media Marketing

Castlereagh Feeds also endeavoured to increase brand awareness via social media ~ namely, Facebook. When DesignQ first took over, the Castlereagh Feeds Facebook page had 2,912 followers.

DesignQ developed a social media strategy that employed the following content types in order to create engagement and increase page followers:

- Comedic horse-related images and videos
- Images of horse-related facts
- Informative horse-related blog posts
- Like & share competitions
- Product-related posts i.e. carousels of Castlereagh Feeds' horse feed

DesignQ scheduled a total of 8 Facebook posts per month, which included a total of \$80 monthly ad spend. In total, Castlereagh Feeds posts produced the following results:

- 161,840 total people reached
- 7,496 people engaged
- Nearly 2,000 additional followers

Before starting with DesignQ, Castlereagh Feeds had 2,912 Facebook followers.

Within the first 6 months of starting with DesignQ, this number increased to approximately 3,900 followers.

This number has now increased to over 4,500 Facebook followers in December 2020, as a direct result of our Social Media Marketing efforts.

65% Increase in Facebook followers

Email Marketing

DesignQ has employed email marketing to reach Castlereagh Feeds' target audience members directly with information about products, events and promotions.

To generate leads, Castlereagh and DesignQ conducted competitions involving major prizes i.e. a horse float and an actual horse. To conduct the competitions, DesignQ would:

- Create all artwork
- Design a lead generation landing page to collect lead information
- Promote the competition via Facebook
- Utilise Castlereagh Feeds' monthly website traffic to further promote the competition

In total, over 200 people have signed up to Castlereagh Feeds competitions. DesignQ has re-targeted competition entrants with information about products directly in their email inboxes.

DesignQ has also conducted month-on-month marketing campaigns on behalf of Castlereagh Feeds. The email marketing campaigns have had an average 42.9% open rate.

Overall Results

Overall, in December 2020 the Castlereagh Feeds website has had 1,164 unique visitors, a total of 4,514 people follows the Castlereagh Feeds Facebook Page, and over 400 leads have been generated by DesignQ.

These results were achieved over a 12-month period. Castlereagh Feeds digital footprint has continued to grow since then as we continue to work closely with them in 2021.

Interested in learning more?

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