



## Case Study: Lavender & Sage



### Background:

Lavender & Sage is an e-commerce site specialising in a range of French home accessories and furniture, giving a French country style look to any home. The site was a brand new business when it was launched in June 2006.

### Objectives:

The brief from Lavender & Sage was to find which keywords potential visitors would type into a search to find the website and target web pages accordingly and drive some initial traffic to the website quickly to generate awareness of the business and some early sales. From thereon, SEO would be ongoing to ensure the page ranked well for target keywords.

### Solution:

Forty First worked closely with Lavender & Sage to provide search engine optimisation for the key pages of the website. In depth keyword research was carried out over hundreds of potential keywords and a shortlist drawn up. Pages were then identified to be optimised with ongoing monitoring and optimisation as new products were added. A Google Adwords campaign was also set up to ensure the site would be found for key products and highly targeted keywords.



### Results:

Over the last 3 years, traffic to Lavender & Sage has grown month on month. From zero visitors, the site now receives approximately 17,000 visitors per month and is regularly found for over 2500 keyword combinations, including **first page rankings** for target keywords. A combination of search engine optimisation, PR activities and email marketing ensures the website is now at the top of Google rankings for highly targeted keywords, maintains brand awareness and has a healthy level of sales.

"It is my great fortune that Sam has been involved in the SEO Marketing of my company Lavender & Sage Ltd from the beginning, and has seen to it that we are on page 1 of the search results that are key to us. I could not be more grateful to her for her incredible expertise and her complete reliability."

Mayke Hogestijn, Director, Lavender & Sage Ltd

**Lavender & Sage**

[www.lavenderandsage.co.uk](http://www.lavenderandsage.co.uk)



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