



Boosted organic revenue and CRO along with reducing final stage call dropouts for the website of an Australian liquor chain

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



Business Needs



Increase organic visits and local search visibility for the website

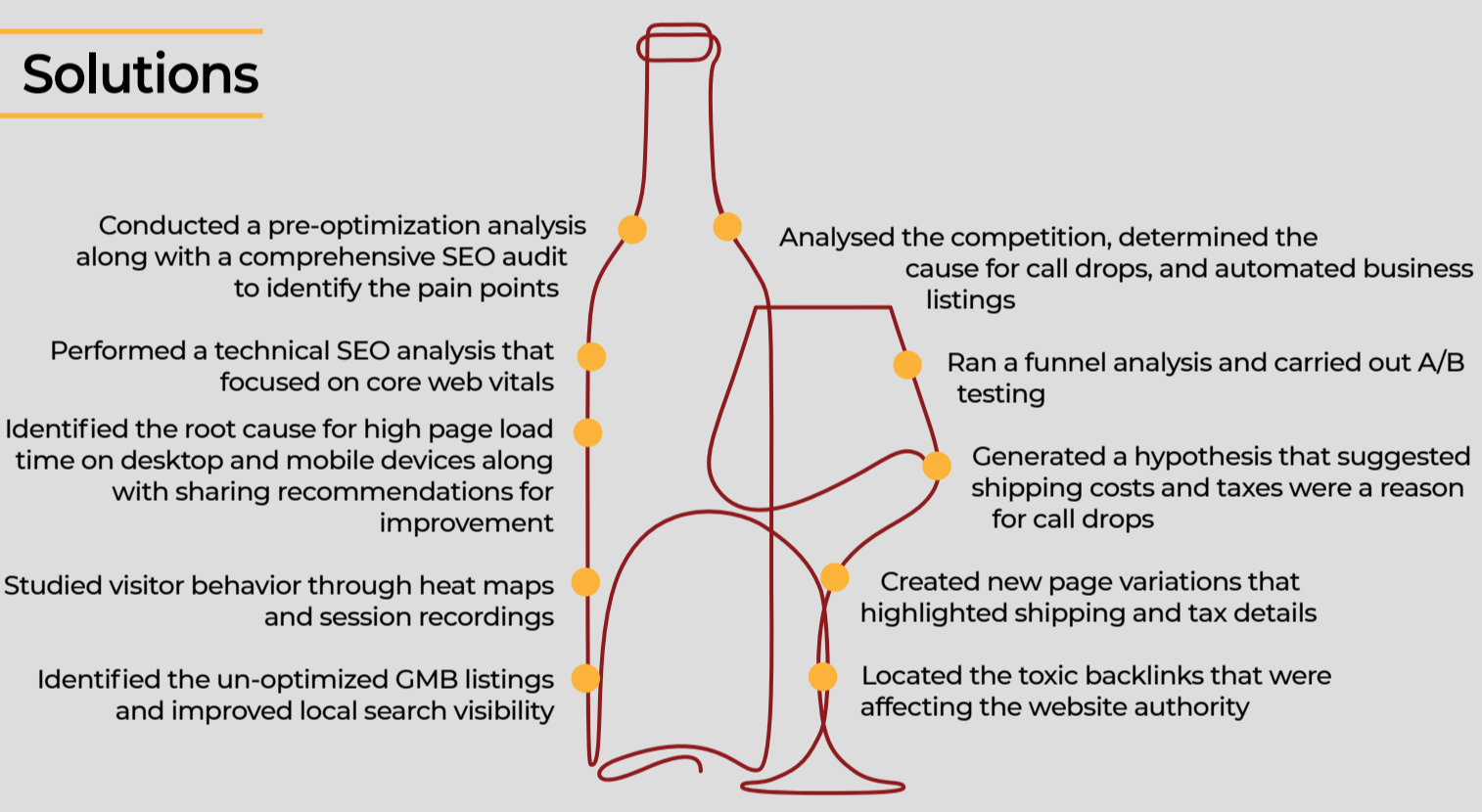


Reduce check out and payment dropouts at the final step of purchase



Improve the Click-Through-Rate (CTR) on the website

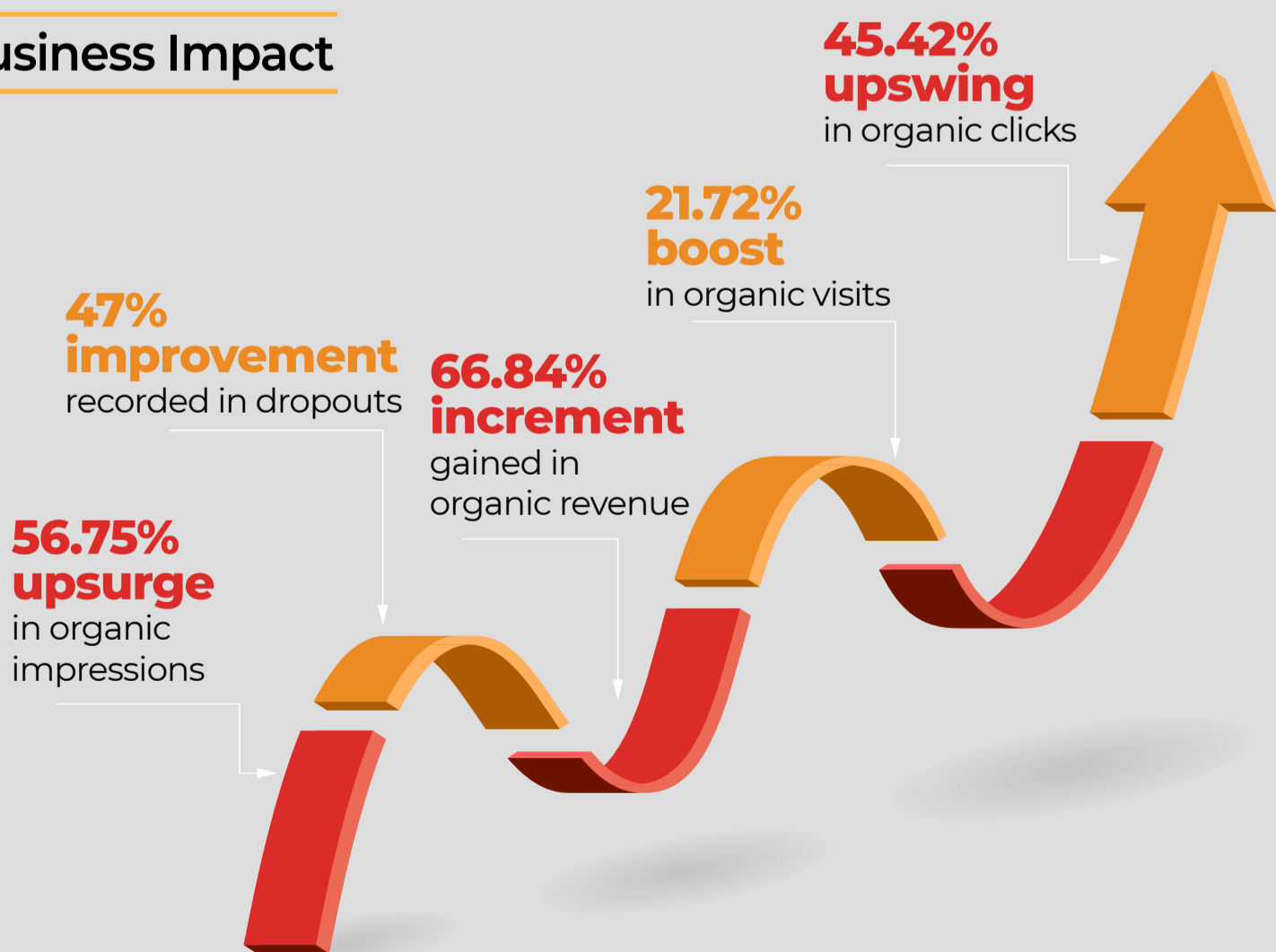
Solutions



Technology Stack



Business Impact



Cybage MarTech Services



Content Marketing



Analytics and Insights



Creative Production



Strategy and Consulting



Campaign Management

Building comprehensive SEO strategies that boost the organic conversion rate