

angelfysh case study 08.v2 – MacBaby

Stats are a bit boring we know. But this is what angelfysh get paid for so do have a read.

This teeny, one page angelfysh report tells you the following:

TABLE 1 Which search phrases is my website being found for? Which positions have I achieved with each search phrase? How many people am I beating?

Background

Date of work:	January 2007
We helped:	Children’s designer clothing retailer online & offline
Domain:	www.macbaby.co.uk
Operating in these markets:	Exclusive designer children’s wear.
What did they want to achieve?	First page (top 10) listings in Google, Yahoo and MSN for identified search terms.
Results Achieved (positioning):	This results sample was recorded 8pm Feb 20th 2008. Please note that exact results can vary every second.
Ongoing support:	Results maintained and improved with ongoing input.

TABLE 1

Search phrases	Number of results (Google)	Google	msn	YAHOO! UK + EUROPE
Mini man boys	2,300,000	1st	n/a	n/a
Mini man boys clothing	229,000	1st	15th	2nd
Absorba designer wear	9,400	1st + 2nd	9th	1st + 7th
Baby Graziella	39,000	4th	n/a	5th
coccobirillo	1,790	3rd + 4th	1st + 2nd	1st
Baby Graziella boys	14,000	3rd + 4th	7th	1st
Baby graziella	143,000	4th	1st + 2nd	8th
Baby Graziella girls	55,100	5th + 6th	5th	1st + 2nd
Catimini boys wear	5,930	7th	3rd	10th
Catimini girls wear	6,040	8th	13th	10th
Mini man	20,900,000	9th	n/a	n/a

n/a means the search engine has not yet visited your website or your website is not yet in the top 20 results

