

Results-proven SEO

Organic first page keyword positioning
for businesses of all sizes – from online stores to
multi-national enterprises





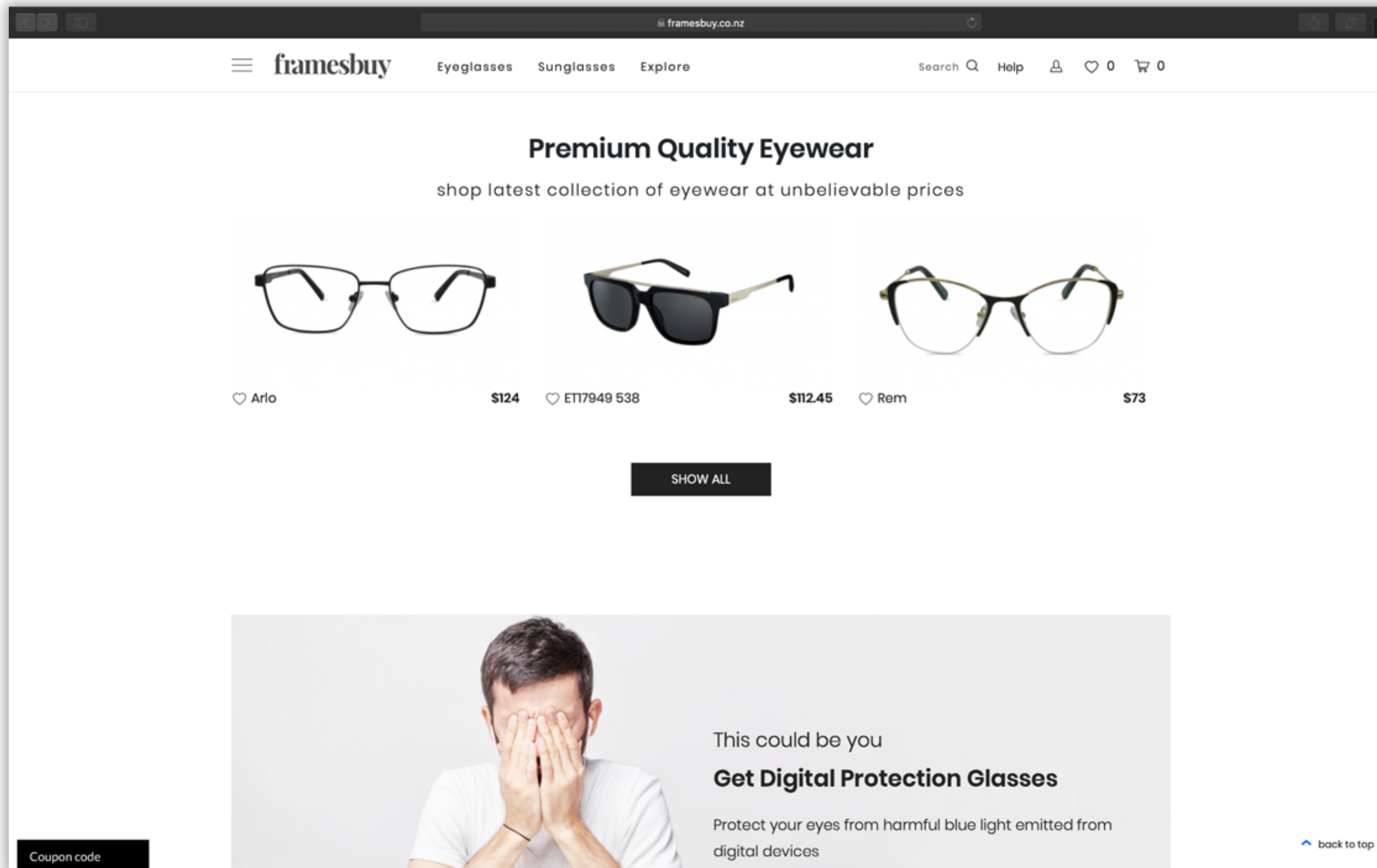
framesbuy

FramesBuy NZ

Prescription eyewear portal

An online store providing New Zealanders with stylish, super-chic, high-quality frames, sunglasses and prescription glasses.





Country

New Zealand

Employees

25-50

Turnover

<AU\$1m

SEO relationship

3 years

Competition

30 strong retailers and top brands selling prescription eyewear in NZ for over 10 years

framesbuy



Increase in leads since SEO commenced
75%

Increase in sales across last 12 months
60%

Top keywords position before SEO
200+

Top keywords current position

Blue Light Glasses Online	2
Blue Light Glasses NZ	5
Computer Glasses	5
Designer Reading Glasses NZ	1
Fashion Glasses online	3
Glasses NZ	5
Glasses Frames NZ	4
Non Prescription Glasses NZ	1
Prescription Glasses	5
Prescription Sunglasses	6
Reading Glasses	3
Rose Tinted Glasses	4
Thinoptics NZ	1
UV Protection Glasses	3

"Organic traffic helped us with 60% increase in sales last year. After trying all other online marketing avenues, we can only trust Google search optimisation to increase our top line and moreover Madison Avenue to help us achieve the targets every year. "

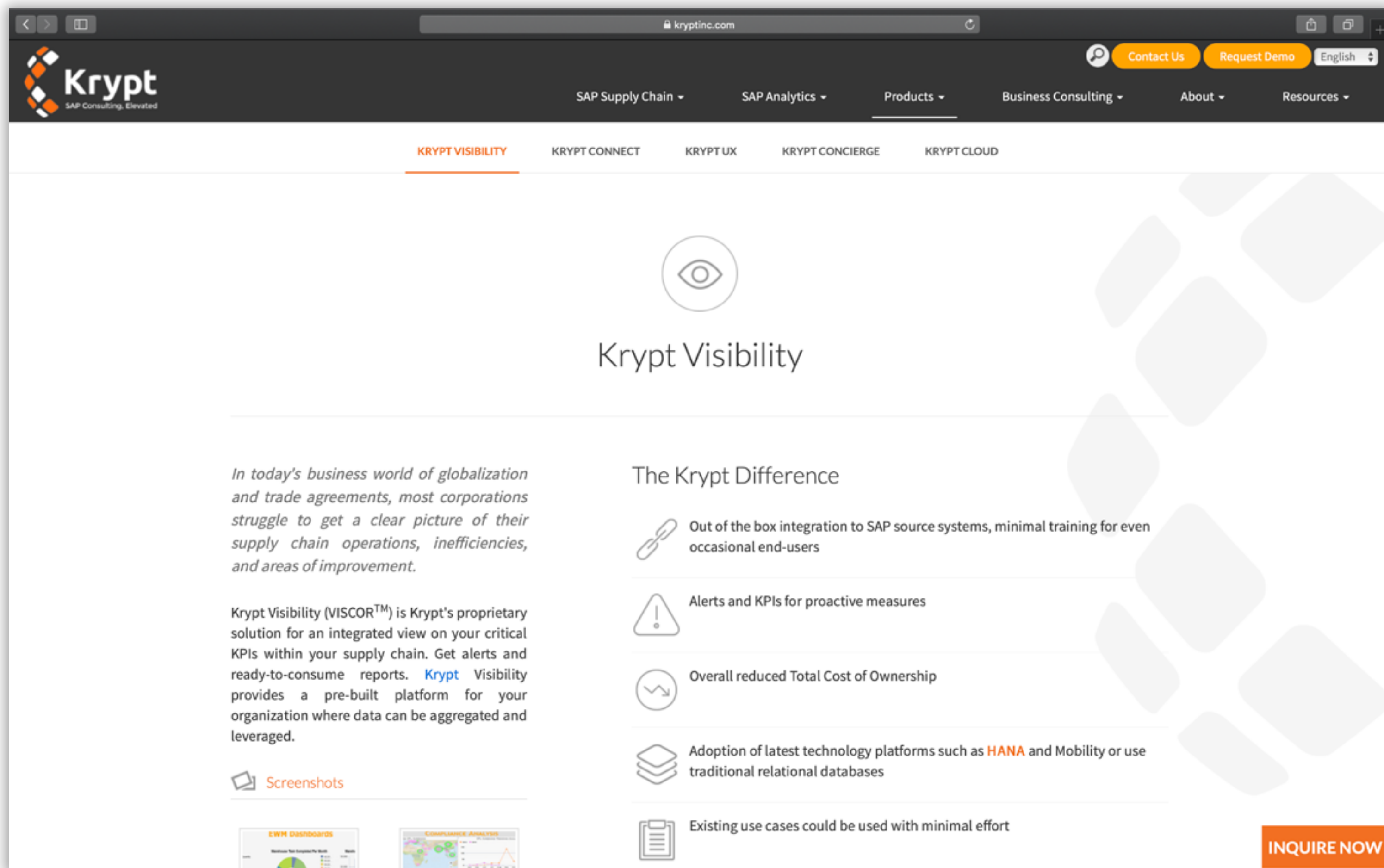
Jayant Ingle
Director



Krypt

Global systems, applications and products

A global business and systems consulting firm and the #1 value-add service provider for SAP system solutions for small to large enterprises.



Country

USA

Employees

150–200

Turnover

US\$8–12m

SEO relationship

4 years

Competition

800+ small and large businesses in SAP from the Bay area with more than 20 years of industry experience



Increase in leads since SEO commenced
80%

Increase in sales across last 12 months
42.5%

Top keywords position before SEO
200+

Top keywords current position	
GTS Consulting	18
SAP Global Trade Services	6
SAP Global Trade Solutions	5
SAP GTS	5
SAP GTS Consulting	4
SAP IBP Inventory Optimization	17
SAP IBP Supply Chain Control Tower	13
SAP IBP Supply Planning	9
SAP TM	9
SAP Transportation Management	13
SAP Warehouse Management Services	3
TS Cloud solution	5
Trade Compliance Cloud	9
Trade Screening	17



"Result oriented from day one. After having several bad experiences with agencies in the past we shortlisted Madison Avenue after very careful due diligence and we have been very satisfied with their services to date."

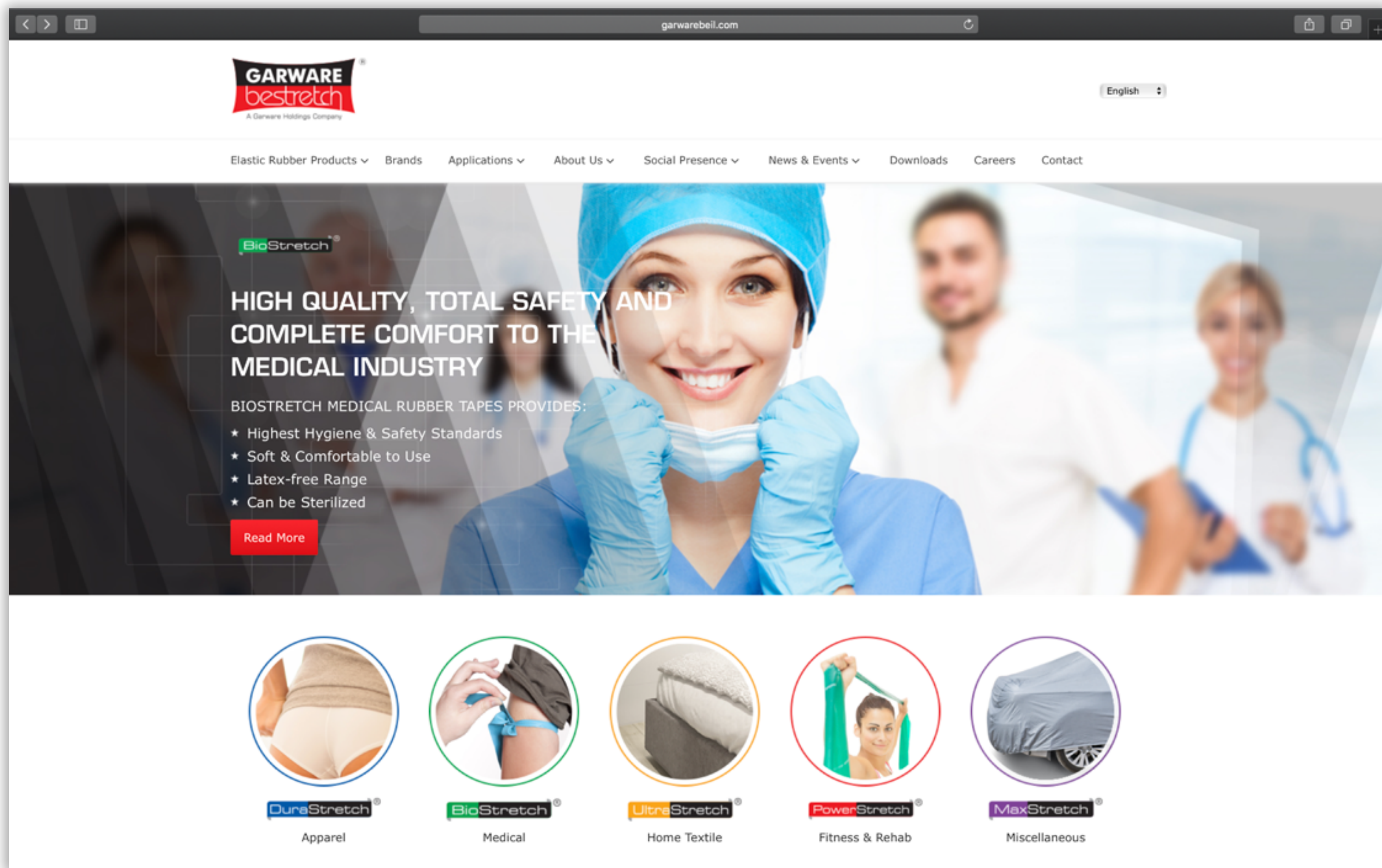
Chirag Ajmera
IT Business Systems Analyst



Garware Bestretch

Elastic rubber products

The world's premier manufacturer of latex and latex-free elastic rubber products for apparel, medical, home, fitness and rehab, exporting to over 75 countries.



Country

India

Employees

200

Turnover

US\$60m

SEO relationship

5 years

Competition

**Over 2,000 matured
businesses from India**



Increase in leads since SEO commenced
65%

Increase in sales across last 12 months
54.6%

Top keywords position before SEO
200+

Top keywords current position

Elastic Rubber Tapes	1
Esmark Bandages	2
Esmarch Bandages	1
Garware	8
Hospital Rubber Sheeting	3
Latex-free Sheets	1
Latex-free Tourniquets	2
Medical Rubber Tapes	1
Power Stretch Gym Balls	1
Ribbed Elastic Rubber Tapes	1
Rubber Sheets	11
Rubber Tape	7
Rubber Tourniquets	1
Textured Elastic Rubber Tapes	1



A Garware Holdings Company





"Madison Avenue excel at high quality contemporary website designing, quick response to queries, service and resolving technical issues."

Kiran Shetty
Deputy Manager, Sales & Marketing

Book a consultation

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