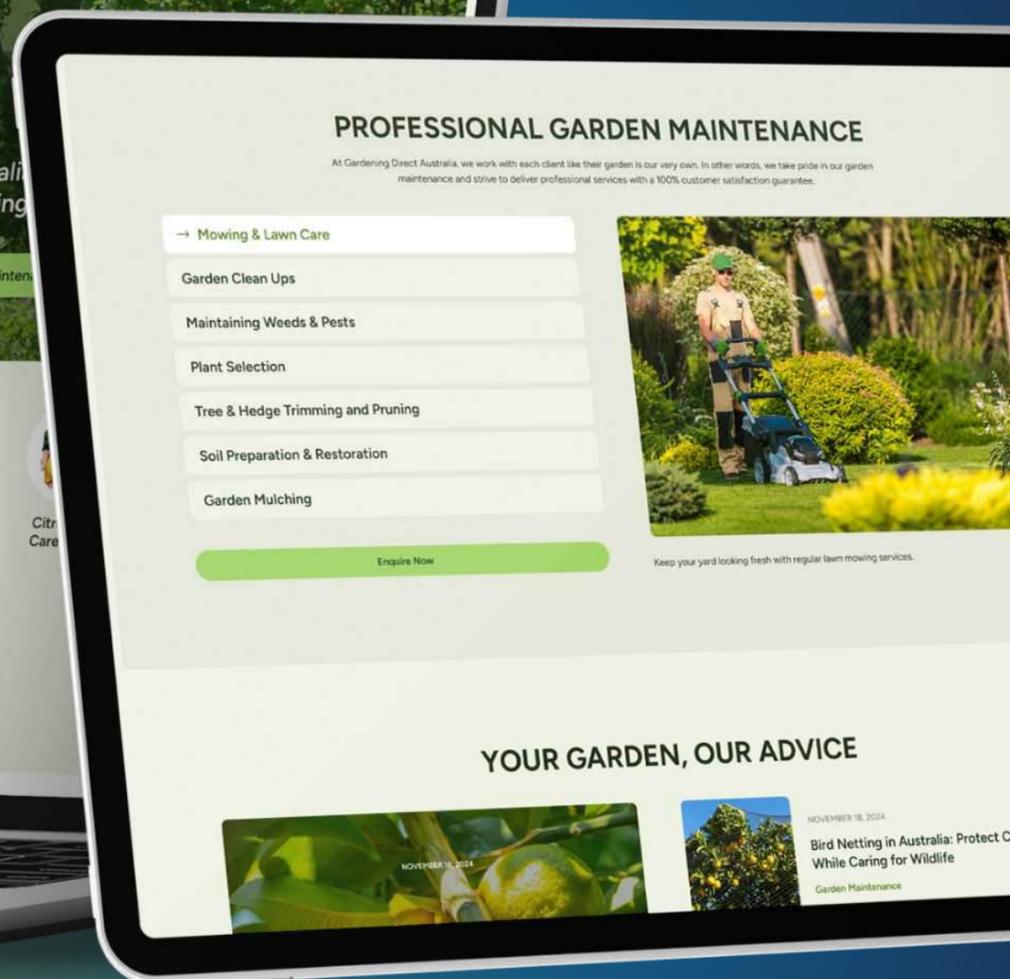
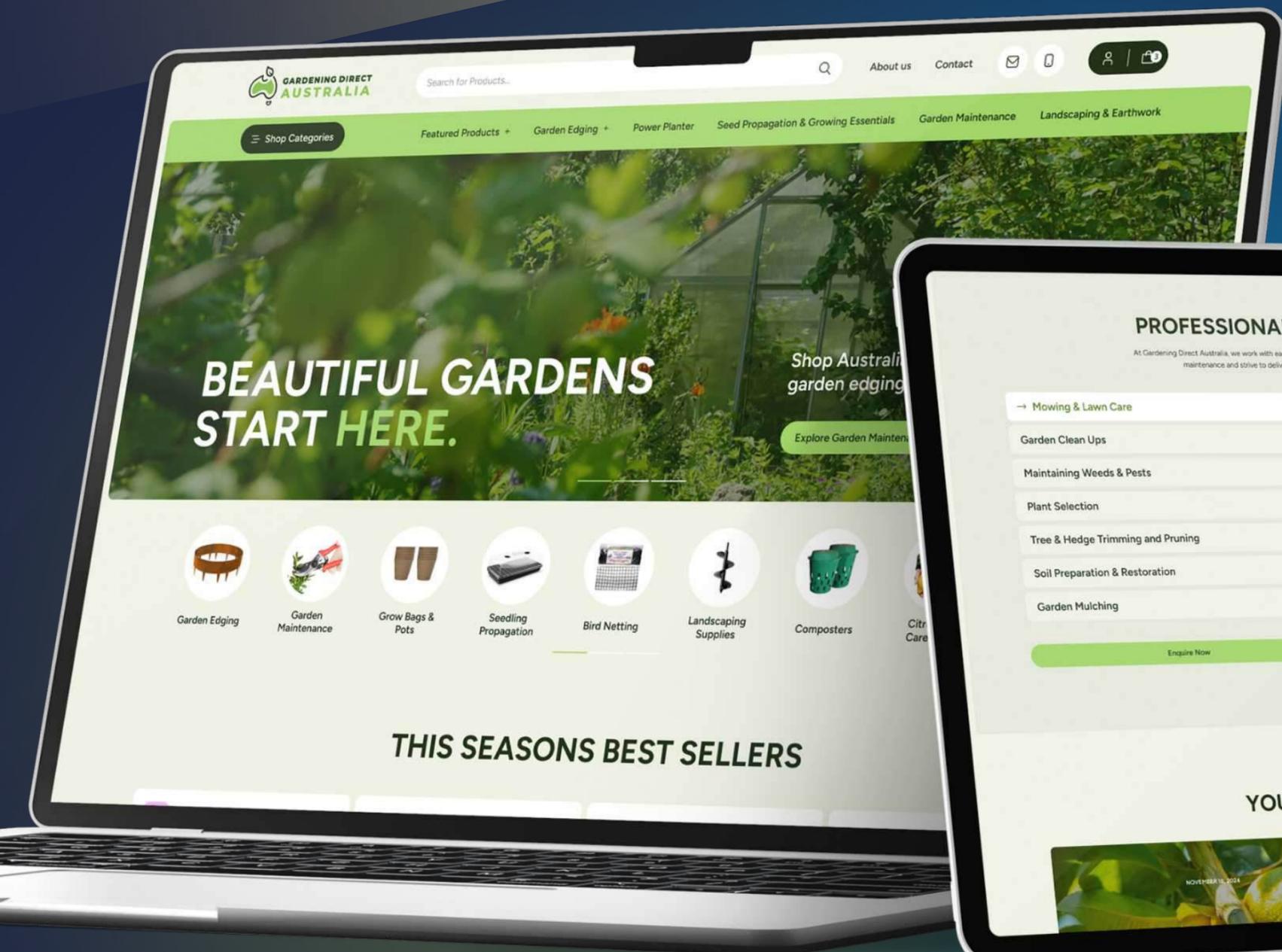




Case Study

GROWING GARDENING DIRECT'S DIGITAL PRESENCE



Achieving remarkable growth through

a comprehensive digital marketing overhaul.

KEY OUTCOMES

Driven over 1,800 garden maintenance leads for a CPA of \$23



Over \$300k in revenue generated from Google Ads with all ROAs targets met



Grew organic traffic to 3.3k per month with many position 1 rankings for high volume keywords

OVERVIEW

Cultivating Online Growth with Digital Marketing

Gardening Direct, a leading online retailer of gardening essentials, sought to grow its digital presence and reach more customers. Their website, essential to their business, needed a digital marketing strategy that could support their ambitions for growth.

Previously operating from a physical shopfront in Coburg, Gardening Direct was aware of the importance of a strong digital presence but faced challenges in driving the desired results. They needed to boost brand awareness, increase website traffic, and grow sales, but past efforts had not yielded the necessary outcomes.

That's when they partnered with SGD to develop a data-driven digital strategy focused on measurable growth.

THE SOLUTION

Sowing the Seeds of Success

We collaborated closely with Gardening Direct to understand their business goals, products, and target market.

We started by redesigning their website, giving it a fresh, modern look with user-friendly navigation. This made it easier for visitors to find the gardening essentials they were looking for, improving their online shopping experience and encouraging them to make purchases.

We also developed a custom eCommerce solution, allowing Gardening Direct to manage their inventory and process orders seamlessly. We followed this with a tailored SEO strategy that optimised key elements of their site, aiming to improve their rankings on search engine results pages (SERPs) and attract more paying customers.

With an enhanced SEO campaign and Google AdWords support, Gardening Direct's search engine visibility could improve significantly and reach a larger audience of gardening enthusiasts.

THE RESULT

Results Began to Bloom

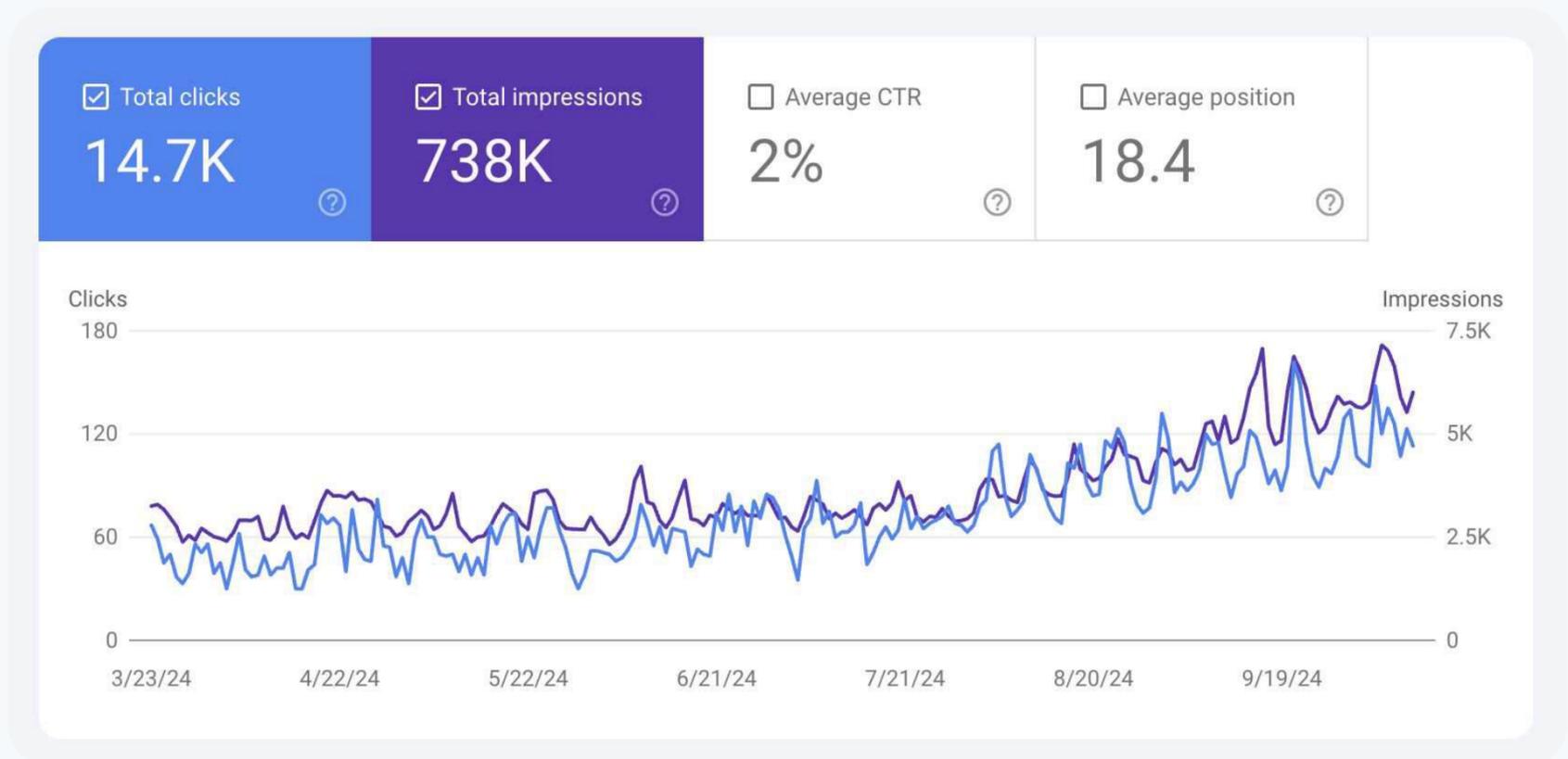
The results were immediate and impactful:

Google Ads

- Scaled the account from zero to a monthly spend of up to **\$12k**, hitting all ROAS targets.
- **\$300k+ in revenue** generated from Google Ads, proving the success of the paid search strategy.



- Drove over **1,800 garden maintenance** leads at a cost per acquisition (CPA) of just **\$23**.
- **\$35k in sales** from garden edging products, a crucial area of the business, while maintaining ROAS targets.



SEO

- Took '**Garden Edging**' from unranked to position **1** with a search volume of **30k searches per month**.
- Moved '**Garden Maintenance**' from unranked to position **1**, reaching **1.6k monthly searches**.
- Grew organic traffic to **3.3k visitors per month**, significantly increasing visibility and brand presence.

Gardening Direct now has a robust, up-to-date website optimised for search engines and conversions, positioned for continued growth and success in the competitive gardening market.

Client Feedback



GARDENING DIRECT



"SGD have been a fantastic company to deal with! James, Ray and the team have gone above and beyond with our digital marketing needs, helping us re develop our website and grow our business through both SEO and Google ad campaigns which have been exceeding all our expectations. The service provided through the years has been exceptional and we truly have found a company who cares about our business as much as we do. Thank you all so very much!"

Let's Work Together to Build Something Great!

We do more than just design websites - we provide the expertise and experience to grow your business.

[GET STARTED](#)

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