

Case Study Gotobaby

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|  | <p style="text-align: center;">eBrandz Appraisal:</p> <p>"One of my most fortunate decisions was to work with Milind and eBrandz in 2003. Together we have built a foundation for GoToBaby.com to grow. Without eBrandz I am not sure if GoToBaby.com would have turned into the amazing business it has become. I personally have recommend eBrandz to many of my associates in New York"</p> <p style="text-align: right;">- Stuart Sherman, President of Gotobaby</p> |
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Client: Gotobaby is an online version of a baby gift store located in Manhattan, New York City. GoToBaby specializes in it's unique baby gift collection and has been featured on CNBC, Shop.com and US Magazine. Stuart Sherman is owner of GoToBaby.com.

Challenge: Stuart Sherman was desperate to get his site listed on major search engines. In this effort, he learnt some hard lessons. His previous SEO vendors used short term tactics like using transparent text as well as redirecting doorway pages. This left the site vulnerable as it could have been banned by search engines. Stuart lost a lot of money working with such SEO vendors.

Solutions: After coming across eBrandz at a popular webmaster forum, Stuart selected eBrandz to work on his website. The first job eBrandz team did was to go through GoToBaby website and generate a report which documented non recommended SEO techniques. After Stuart's approval, the site was cleaned and fresh SEO work was done.

Result: This is what Stuart has to say, "With limited resources I had the task of finding someone whose skills would be able to propel my business to compete with the bigger businesses and allow me to grow. One of my most fortunate decisions was to work with Milind and eBrandz in 2003. Together we have built a foundation for GoToBaby.com to grow. Without eBrandz I am not sure if GoToBaby.com would have turned into the amazing business it has become".



| Search | Google |
|--------------------------------|--------|
| baby bathrobe | # 1 |
| baby cars | # 1 |
| baby gifts personalized | # 1 |
| baby gifts unique | # 1 |
| baby jewelry | # 1 |
| gifts for baby | # 1 |
| go to baby | # 1 |

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| great baby gifts | # 1 |
| monogrammed baby blankets | # 1 |
| toasty toddler | # 1 |
| unique baby gift | # 1 |
| unique baby gifts | # 1 |
| unique baby shower gift | # 1 |
| baby gifts | # 2 |
| babygifts | # 2 |
| kangaroo cuddler | # 2 |
| monogrammed baby gifts | # 2 |
| pampered baby | # 2 |
| personalized baby bags | # 2 |
| personalized baby gifts | # 2 |
| toddler bags | # 2 |
| unique baby | # 2 |
| unique baby shower gifts | # 2 |
| upscale baby gifts | # 2 |
| baby artwork | # 3 |
| baby bookends | # 3 |
| baby robes | # 3 |
| baby sweet pea | # 3 |
| creative baby gifts | # 3 |
| personalized baby gift | # 3 |
| personalized baby shower gifts | # 3 |
| upscale baby | # 3 |
| baby shower gift | # 4 |
| cool baby gifts | # 4 |
| gift for baby | # 4 |
| unique baby toys | # 4 |
| baby gift | # 5 |
| baby journals | # 5 |
| baby robe | # 5 |
| cashmere baby blanket | # 5 |
| cashmere baby blankets | # 5 |
| gifts for baby shower | # 6 |
| petunia picklebottom diaper bags | # 6 |
| baby harley davidson | # 7 |
| baby journal | # 7 |
| creative baby shower gifts | # 7 |
| petunia pickle bottom bags | # 7 |
| personalized baby | # 8 |
| petunia picklebottom diaper bag | # 8 |
| baby jewelry | # 9 |
| baby shower gifts | # 9 |
| unique baby clothing | # 9 |
| nursery artwork | # 10 |
| petunia picklebottom | # 11 |
| harley davidson baby clothes | # 13 |
| petunia pickle bottom diaper bags | # 13 |
| special baby gifts | # 15 |
| petunia pickle bottom | # 16 |
| petunia pickle bottom diaper bag | # 20 |
| fleurville diaper bags | # 24 |
| gifts for twins | # 30 |

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| petunia diaper bags | # 33 |
| nursery art | # 40 |
| baby harley | # 45 |
| monogrammed diaper bags | # 49 |



| Search | MSN |
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| baby robes | # 1 |
| petunia diaper bag | # 1 |
| petunia picklebottom diaper bag | # 1 |
| toasty toddler | # 1 |
| unique baby gift | # 1 |
| unique baby shower gift | # 1 |
| upscale baby gifts | # 1 |
| baby artwork | # 2 |
| baby bathrobe | # 2 |
| baby clothing | # 2 |
| baby robe | # 2 |
| cool baby gifts | # 2 |
| great baby gifts | # 2 |
| unique baby shower gifts | # 2 |
| baby bookends | # 3 |
| gift for baby | # 3 |
| kangaroo cuddler | # 3 |
| petunia diaper bags | # 3 |
| petunia pickle bottom | # 3 |
| petunia pickle bottom bags | # 3 |
| petunia picklebottom | # 3 |
| skip hop diaper bags | # 3 |
| unique baby | # 3 |
| baby jewelry | # 4 |
| baby shower gift bags | # 4 |
| baby sweet pea | # 4 |
| monogrammed baby blankets | # 4 |
| petunia pickle | # 4 |
| petunia picklebottom diaper bags | # 4 |
| toastie toddler | # 4 |
| unique baby clothing | # 4 |
| baby gift | # 5 |
| fleurville diaper bags | # 5 |
| personalized baby bags | # 5 |
| personalized baby shower gifts | # 5 |
| petunia pickle bottom diaper bags | # 5 |
| baby cars | # 6 |
| baby toys | # 6 |
| cashmere baby blankets | # 6 |
| gifts for baby shower | # 6 |
| petunia pickle bottom diaper bag | # 6 |
| unique baby bedding | # 6 |
| upscale baby | # 6 |
| baby jewelry | # 7 |

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| baby shower gift | # 7 |
| toddler bags | # 7 |
| unique baby gifts | # 7 |
| personalized baby gift | # 8 |
| nursery artwork | # 10 |
| serena & lily | # 10 |
| serena and lily | # 10 |
| gifts for baby | # 11 |
| special baby gifts | # 11 |
| skip hop diaper bag | # 12 |
| special baby gifts | # 12 |
| baby boy gifts | # 13 |
| baby rocking horse | # 14 |
| monogrammed baby gifts | # 14 |
| baby gifts personalized | # 15 |
| baby gifts unique | # 16 |
| unique gifts | # 16 |
| baby journal | # 17 |
| unique baby toys | # 18 |
| baby harley davidson | # 19 |
| personalized diaper bags | # 19 |
| baby journals | # 20 |
| pampered baby | # 20 |
| babygifts | # 23 |
| creative baby gifts | # 24 |
| personalized baby | # 25 |
| baby harley | # 28 |
| creative baby shower gifts | # 28 |
| gifts for twins | # 28 |
| baby gifts | # 29 |
| personalized baby gifts | # 31 |
| babybjorn | # 34 |
| baby hand print | # 36 |
| personalized clothing | # 37 |
| baby shower gifts | # 39 |
| harley davidson baby | # 42 |

YAHOO!

| Search | YAHOO |
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| baby artwork | # 1 |
| baby gifts unique | # 1 |
| baby robes | # 1 |
| baby shower gift | # 1 |
| baby shower gift bags | # 1 |
| baby shower gifts | # 1 |
| creative baby gifts | # 1 |
| gifts for baby | # 1 |
| gifts for baby shower | # 1 |
| personalized baby shower gifts | # 1 |
| petunia picklebottom diaper bag | # 1 |
| special baby gifts | # 1 |

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| toddler bags | # 1 |
| unique baby | # 1 |
| unique baby gift | # 1 |
| unique baby gifts | # 1 |
| unique baby shower gift | # 1 |
| unique baby shower gifts | # 1 |
| upscale baby | # 1 |
| upscale baby gifts | # 1 |
| baby gifts | # 2 |
| cool baby gifts | # 2 |
| personalized baby bags | # 2 |
| personalized baby gift | # 2 |
| toasty toddler | # 2 |
| baby gift | # 3 |
| baby robe | # 3 |
| gift for baby | # 3 |
| monogrammed baby blankets | # 3 |
| monogrammed baby gifts | # 3 |
| baby gifts personalized | # 4 |
| creative baby shower gifts | # 4 |
| great baby gifts | # 4 |
| petunia picklebottom | # 4 |
| serena and lily | # 4 |
| unique baby clothing | # 4 |
| unique baby toys | # 4 |
| baby bookends | # 5 |
| pampered baby | # 5 |
| serena & lily | # 5 |
| baby journals | # 6 |
| kangaroo cuddler | # 6 |
| nursery artwork | # 6 |
| personalized baby | # 6 |
| petunia picklebottom diaper bags | # 6 |
| baby bathrobe | # 7 |
| personalized baby gifts | # 7 |
| gifts for twins | # 8 |
| petunia diaper bag | # 8 |
| petunia pickle bottom | # 8 |
| baby jewelry | # 9 |
| petunia diaper bags | # 9 |
| unique baby bedding | # 9 |
| unique gifts | # 9 |
| baby cars | # 10 |
| baby sweet pea | # 10 |
| cashmere baby blankets | # 11 |
| skip hop diaper bag | # 11 |
| go to baby | # 12 |
| pictures of a baby | # 12 |
| baby journal | # 13 |
| petunia pickle | # 13 |
| petunia pickle bottom diaper bags | # 13 |
| baby boy gifts | # 14 |
| pictures of baby | # 14 |
| baby shower | # 15 |

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| babygifts | # 15 |
| baby clothing | # 16 |
| petunia pickle bottom bags | # 16 |
| petunia pickle bottom diaper bag | # 17 |
| skip hop diaper bags | # 17 |
| baby jewelry | # 19 |
| baby rocking horse | # 21 |
| babybjorn | # 22 |
| monogrammed diaper bag | # 23 |
| personalized diaper bags | # 23 |
| personalized baby bibs | # 24 |
| personalized clothing | # 24 |
| toastie toddler | # 29 |
| gifts | # 36 |
| fleurville diaper bags | # 37 |
| baby hand print | # 38 |
| baby harley | # 39 |
| best baby toys | # 43 |
| monogrammed diaper bags | # 44 |
| nursery art | # 50 |

Total unique visitors since last four months

| Month | Total Unique Visitors |
|--------------|------------------------------|
| April | 18,396 |
| May | 19,561 |
| Jun | 18,337 |
| Jul | 28,103 |

Summary of marketing analysis

| Marketing Analysis | |
|---------------------------------------|------------|
| Most frequent initial referrer | Google |
| Most frequent referrer | Google |
| Most frequent keywords | baby gifts |