

2016 SpinnPrint Case Study



Full Service Digital Marketing Agency



Case Study 2016



2016 Digital Marketing Campaign

URL: <http://www.spinnprint.com/>

Service: Digital Document Printing Service

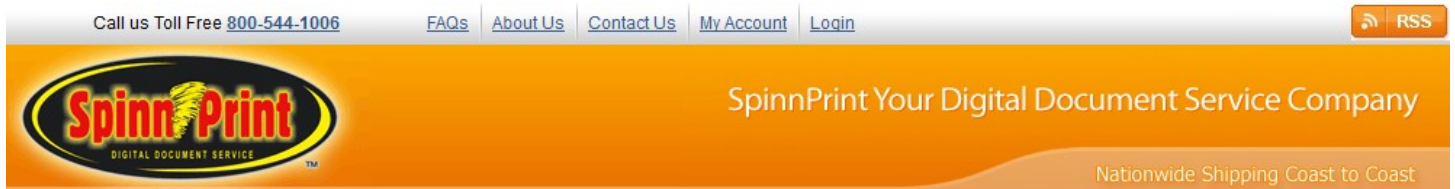
Campaign: Digital Marketing Campaign

Time Frame: 13th February 2015 - Current

About Spinnprint.com

Spinn Print provides affordable quality color printing with friendly customer support. Spinn Print rides the success of Brett Spinn's printing adventures in southern California. While Spinn Print specializes in high volume Digital Color Prints with a our Hybrid Digital Press- not a typical commercial color copier-to the trade, the public can now take advantage of their low prices and high quality color printing . - See more at:

<http://www.spinnprint.com/About+Us.html>



We make it easy to trust your printing projects with us!

- ◆ # 1 Online Digital Document Printing Company
- ◆ Expert help on all your printing projects
- ◆ Friendly Knowledgeable staff
- ◆ Free technical review of your file
- ◆ Same day production available

SpinnPrint has partnered with AuroIN to let it manage its online marketing Campaign since 13th February 2015. During this span of 11 months, AuroIN has helped SpinnPrint to grow and attain the position it has now. Both AuroIN and SpinnPrint have worked collaboratively all these months in order to maximize the benefits of the campaign.



Initial Phase of Marketing Campaign

SpinnPrint needed help in driving high quality traffic with different keywords and branding ideas. The first task in our hand was to pin point the issues on the client website and plan the consequent steps accordingly. Below are the issues that were observed:

- ◆ The site was not SEO friendly.
- ◆ None of their keywords are featuring in the top search results for Google.
- ◆ The organic traffic for their site comprised of very few visitors.
- ◆ The paid traffic was very less.

This was an opportunity for AuroIN to work on the site and implement the marketing strategies gradually.

AuroIN's Role

AuroIN played a vital part in bringing SpinnPrint to the forefront in the online business of document printing. With SpinnPrint supporting its every move, AuroIN took on the mammoth task of optimizing the website for more than 15 keywords.

Actions Taken by AuroIN Digital Marketing Team

- ◆ Extensive keyword research was done and a set of 12 keywords was generated on the basis of positive SEO value, decent traffic expectations and more importantly, the probability to get high search engine ranking.
- ◆ Resources were allocated to improve every aspect of marketing plan. AuroIN team worked on onpage, offpage, SMO as well as PPC activities in the best way required for Spinnprint.com
- ◆ Initiated and expanded SEO, SMO and PPC for www.Spinnprint.com
- ◆ Build authority links, and optimize the campaign with an intention to boost the search engine ranking and the organic traffic.
- ◆ Evaluated 120 different SEO factors that had a direct and/or indirect impact on the search engine ranking. The SpinnPrint team was extremely supportive to implement all the changes in a timely manner

As a result, Spinnprint.com has achieved comprehensive search visibility at the national, regional and local levels – ranking well for industry specific keywords.

Now the site has numerous keywords for which it ranks high in Google.



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Search Engine Ranking for Targeted Keywords

Keywords	13 th Feb 2015	8 th Jan 2016
online printing services	Nil	67
color copies	Nil	32
color copies printing	Nil	87
print services online	Nil	70
printing services online	Nil	62
online printing service	Nil	60
online brochure printing	Nil	71
color printing services	Nil	22
color prints	Nil	27
online document printing	Nil	25
color copy print	Nil	23
online digital printing services	Nil	26
low cost color printing	Nil	72

Traffic Comparison Report

Total Traffic in the initial month after campaign started: 1,556

Current Traffic after 11 months: 5,364

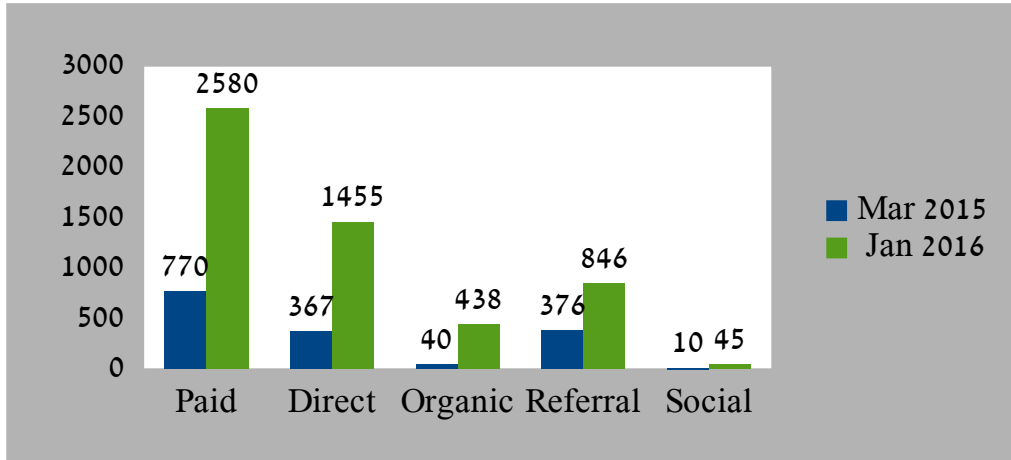
Traffic	Mar 2015	Jan 2016
Paid	770	2580
Direct	367	1455
Organic	40	438
Referral	376	846
Social	10	44

Keywords ranking in Google has increased.

SEO and Paid traffic has increased.



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Conclusion

The collaborative relationship between AuroIN and SpinnPrint combined with AuroIN's evergrowing knowledge base and its effective implementation has made the client site Spinnprint.com in becoming an digital marketing campaign success story that it is today.