

CASE STUDY

freezeframe

THE CLIENT



freezeframe is a leading anti-aging skin care brand that has been developed by Australia's leading cosmetic house, Self Care Corporation. Self Care Corporation is a recognized leader in the development and distribution of clinical beauty products in Australia. Self Care Corporation's innate understanding of women's needs for instant beauty led to the launch of freezeframe with INHIBOX, the Instant Botox alternative that has been clinically proven to remove 80% of wrinkles in just 5 minutes.

THE CHALLENGE

With a growing demand and the need for a strong digital presence, Self Care turned to Dot Com Infoway for help in Search Engine Optimization (SEO). Self Care needed to capture the top searches and positions in search engines for their brand, freezeframe, to increase their sales.

THE ANALYSIS

Dot Com Infoway conducted a thorough analysis of the website from the perspective of users and search engines.

Our analysis revealed that freezeframe had a mirror website. We fixed the issue by using a 301 permanent server side redirection to the preferred domain and optimized the website using DCI's ecommerce standards. This was accomplished by optimizing the images, and implementing an ecommerce tracking code and a multi-domain tracking code to track online sales.

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THE SOLUTION

Dot Com Infoway created an integrated digital marketing strategy that included SEO and Social Media Marketing to increase the brand visibility, traffic and sales.

We increased the site's overall search visibility by optimizing the titles and meta descriptions of the website using white hat link building tactics. With the Penguin and Panda algorithms in place, DCI redefined old-school link building strategies and helped the site gain more visibility in search engines for most of its business keywords.

Dot Com Infoway helped freezeframe in building their Facebook ad campaign. We also helped the client optimize their YouTube Channel by tweaking the headlines, descriptions and search tags for each video, and promoted them through various marketing channels.

THE RESULTS

freezeframe
Science Meets Beauty

The Facebook ad campaign received more than 3k visitors within a week, and the number of fans increased from 1.1k to 1.8k. Most of the client's YouTube videos currently rank in the first page of Google's search results and the number of views increased to 5k in two weeks. Freezeframe's traffic through organic search has increased by 1.5k.