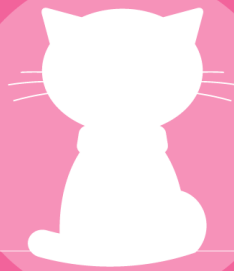


# GROWTH MARKETING AGENCY



*With Pedigree*

*The Concept of Creativity Upgraded to A Whole New Dimension*

DOSTAVA PLINA – case study

ISO 9001  
ISO 27001

BUREAU VERITAS  
Certification



# DOSTAVA PLINA

## ABOUT / CHALLENGE

OIB is a company that distributes and delivers gas for companies and households in Zagreb and Split.

They turned to our agency in search of a reliable partner that will help them grow their online sales and improve their positioning on search engines.

## GOALS

- To grow the number of online orders of their products via their website
- SEO optimization for keywords linked to gas delivery

## RESULTS

**1st**

position on SERP for 7 keywords related to gas delivery

**22%**

increase in organic conversions

**79%**

search absolute top impression rate

**46%**

increase in organic traffic

# Project Activity Steps

## GOOGLE ADS CAMPAIGNS

We launched two separate Google Ads campaigns, one was focused on the Zagreb area, and the other on the Split area. The campaigns have reached their desired KPIs.

Our ads were displayed 72% more than the competitor's ads, with 79% search absolute top impression rate.

## WEBSITE MIGRATION

In order to enable easier and faster modification of the content on the website, we have migrated the whole website to a WordPress CMS. In addition to that, we have enabled users to make orders via WhatsApp and SMS messages, which was recognized as a great benefit among users.

We have strategically selected the domain [dostava-plina.hr](http://dostava-plina.hr) ([gas-delivery.hr](http://gas-delivery.hr)) and did a migration to that domain in order to achieve better positioning on SERP.

## SEO OPTIMIZATION

In order to achieve better positions on SERP, we tailored the content to specific keywords. We had user's intentions in mind and that's why we adjusted the content in a way that helps them get the answers to their questions.

We have helped them get 3 strong backlinks, from pages with high authority (local, considering this is a company that only operates locally). This helped us gain credibility and it contributed to even better positioning on SERP.

Within 6 months, the website positioned first on SERP for 7 keywords related to gas delivery, including the keyword "gas delivery". This resulted in 46% increase in organic traffic and 22% increase in organic conversions.

Visit DOSTAVA PLINA on the link below:

[www.dostava-plina.hr](http://www.dostava-plina.hr)

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