

HOW CAN WE DRAMATICALLY INCREASE YOUR ORGANIC TRAFFIC BY 60% WITHOUT UTILISING PAID GOOGLE (PPC) ADVERTISING?

It contains vital information on a way to improve your website, which can save you thousands of dollars on advertising. This approach allows you to focus on what really matters - better serving the needs of grieving families.

This is a must-read for everyone who owns a funeral business.



In today's digital age, funeral businesses in Australia face the challenge of increasing their online visibility and driving organic traffic to their websites without relying on paid advertising.

This case study explores effective strategies employed by **A.O'HARE** business to achieve a remarkable **60% increase in organic traffic**, resulting in enhanced brand exposure and a wider reach within their target market.

IT'S AN IMMENSELY POWERFUL STRATEGY BECAUSE OF FOUR CORE REASONS:

IT WORKS FAST

Rapid results, saving you time.

ONE TIME COST

No recurring fees, providing long-term value.

IT'S TIMELESS

Proven for decades,
consistently delivering results.

IT'S SCALES

Like compound interest over time, it grows
exponentially and providing continuous
value.

To grasp the effectiveness of this strategy, let me provide a brief overview of how Google SEO operates.

When a website receives a high volume of traffic and engagement, search engines perceive it as popular and authoritative.

This positive impact can enhance the website's visibility and ranking in search engine results. Additionally, stickiness to the website refers to its ability to engage and retain visitors for longer durations. When users spend more time on a website, it indicates valuable and engaging content.

By optimising a website to drive traffic, encouraging social shares and likes, enhancing website popularity, and improving stickiness, businesses can attract more organic traffic.

Here's the looks of AOHARE home page:

In brief, what makes this website works

The overall design of a website is indeed important, but the most crucial factor is how useful it is for the user.

WHY IS THIS WEBSITE SO SPECIAL?

It's because we have added upcoming services function to the website, which enables friends and family to access information about the services.

Consider this: if each family has approximately 20-50 invitees, that would translate to 20-50 visitors to your website. Multiply that by the number of funeral services you offer, and then multiply that by the number of services conducted each month.

The screenshot shows the A.O'HARE FUNERAL DIRECTORS website. At the top, there is a navigation bar with the company logo and a list of links: ABOUT US, OUR PEOPLE, OUR SERVICES, OUR PRODUCTS, FAQ, CONTACT US, and LOGIN. Below the navigation bar is a large hero image of an elderly couple embracing. Underneath the hero image is a section titled "PLANNING AHEAD" with a paragraph of text. Below this is a section titled "OUR CONSULTANTS" featuring a photo of two consultants and a form to find a consultant. At the bottom is a section titled "UPCOMING SERVICES" which contains a table of upcoming services.

PLANNING AHEAD

This is not always a necessary step but planning ahead can relieve some of the emotional stress on your family, reduce the financial burden as well as create a meaningful and personalised service according to your wishes and requests. We can guide you through the options.

OUR CONSULTANTS

A.A.O'Hare Funeral Directors our consultants can assist you with advice and practical knowledge to arrange the finer details and practical requirements that need to be put together before the funeral service can take place. Their Professional and Helpful services are available 24hr to help you with every need request.

CONSULTANTS NAME

UPCOMING SERVICES

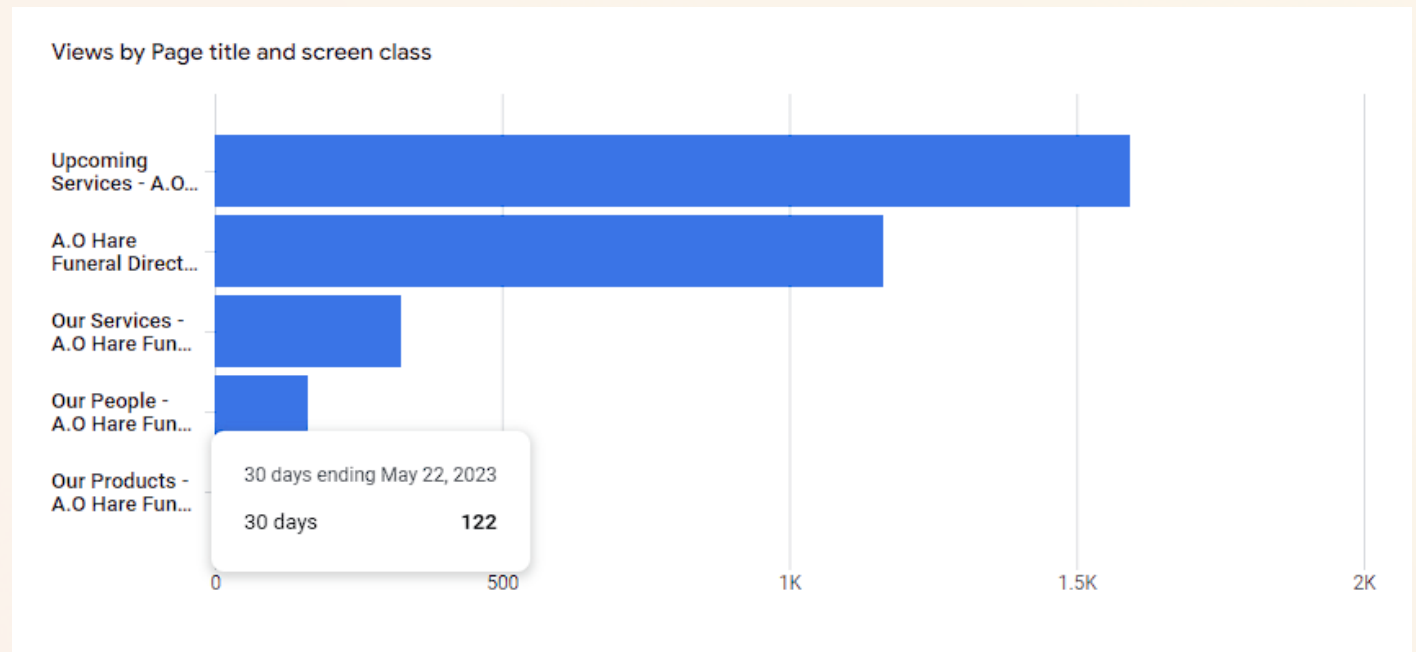
NAME	DATE & TIME	VENUE
Elisabetta Fabiano (1940 - 2023)	2023/06/23 - 11:00	A Mass of Christian Burial will be celebrated for ELISABETTA at Our Lady of the Angels Catholic Church Route Hill, 1 Wellgate Avenue, Killyville followed by a burial at Castlebrook Cemetery, Windsor Road, Rouse Hill.
Liliana Menillo (1940 - 2023)	2023/06/24 - 10:00	A Mass of Christian Bu will be celebrated for LILIANA at St. Theresa Catholic Church, 45 Sutherland Street, Maresot followed by a burial at Field of Mars Cemetery, Quarry Road, Ryde.
Maria Fanuli (1920 - 2023)	2023/06/02 - 10:00	A Mass of Christian Bu will be celebrated for MARIA at Our Lady of the Sacred Heart Church, Avoca Street, Randwick followed by a burial at Eastern Suburbs Memorial Park Cemetery, Military Road, Matraville.

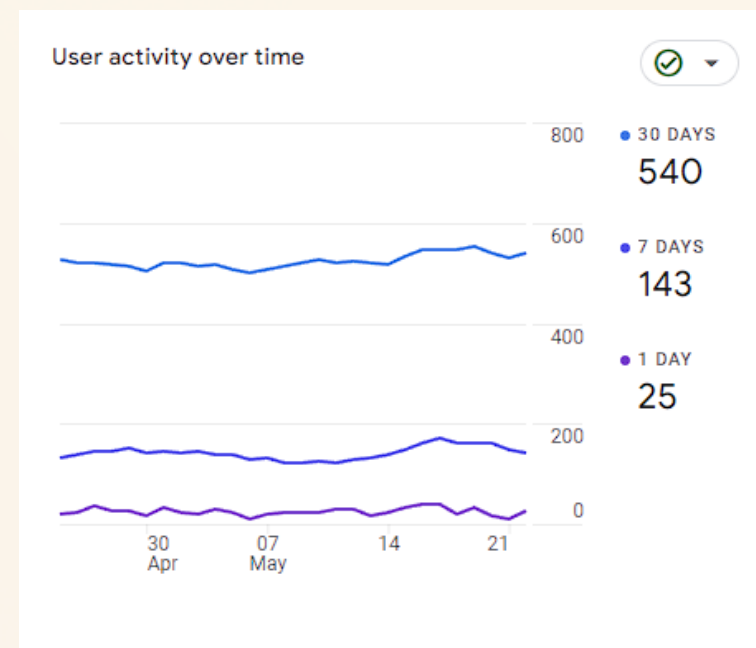
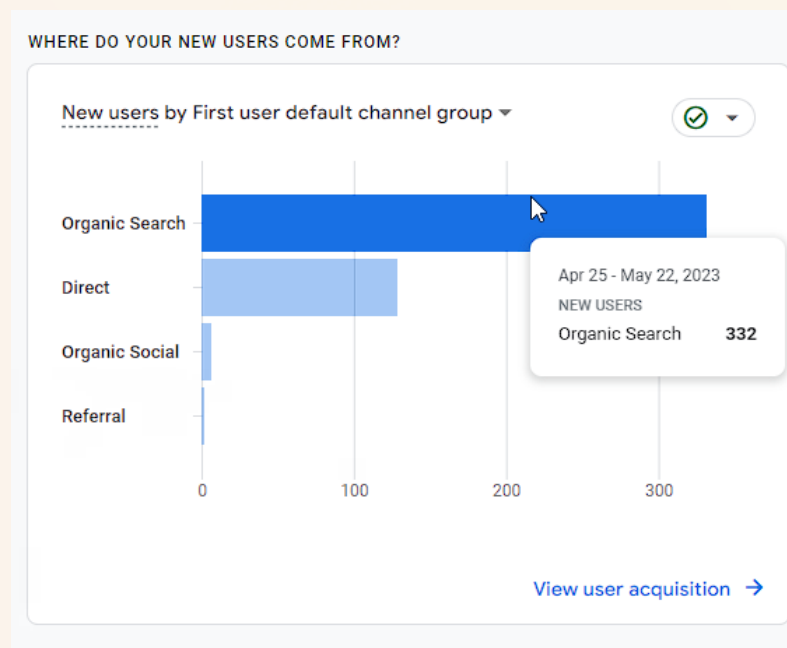
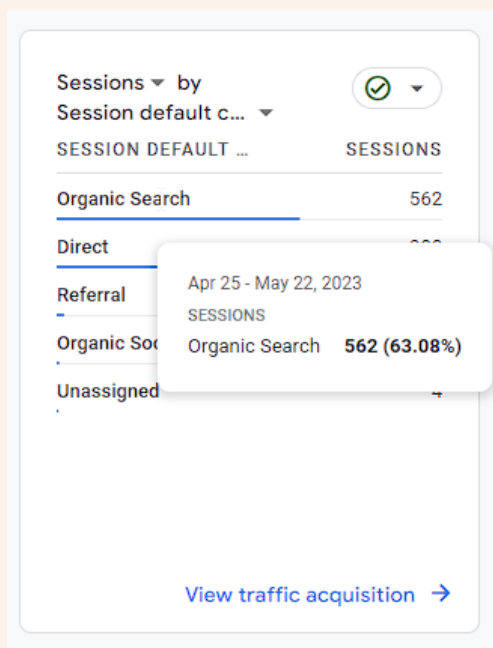
[View Past Services](#) [View All Services](#)

Now that you understand why this strategy works and how it can be implemented effectively, you can see how it combines the magic of providing families with a great service while achieving success in terms of website performance.

DON'T SIMPLY RELY ON MY WORDS; HERE ARE THE FACTUAL RESULTS TO CONSIDER

Views by Page title and screen class	
PAGE TITLE AND S...	VIEWS
Upcoming Se... Directors	1.6K
A.O Hare Fu... Directors	1.2K
Our Service...I Directors	324
Our People... Directors	162
Our Produc... Directors	106
Contact Us... Directors	98
About Us -... Directors	86





RESULTS

From April 25 to May 22, 2023, the website experienced a significant **562 (63.08%)** increase in organic search. Out of this, **332 organic searches** were from new users. The upcoming service page received **1,600 views**, and the home page garnered **1,200 views**. The best part is, we achieved these results without using PPC advertising. This success works like compounding interest, allowing you to outperform your competitors over time.

THESE ARE ALL GREAT POINTS, BUT HOW CAN WE IMPLEMENT THIS STRATEGY IN MY BUSINESS?

[Learn more](#)

OUR GUARANTEE TO YOU:

If at any time you are not satisfied with the performance of the website, we will fix it for you.