

SEO for Hiccup Gifts

Hiccup Gifts (www.hiccupgifts.com) is a fresh and funky gifts company that have grown rapidly over the past couple of years. The company, created by businesswomen Danielle Heptonstall, started out as an eBay hobby where Danielle would sell a few items to make a bit of money. She started off by selling a pack of collectable cards that she bought for £20 and then sold them individually on eBay for £1 each. This small investment went on to make her around £100 profit within two weeks and this made her realise that she could use her skills and experience to create a successful company. As the eBay company grew so did the cost associated with trading on the site and the progression to a full ecommerce website was the natural progression.

From having an eBay store and supplying the eBay community to having a website with many different products was a huge step and marketing the website became a priority. Appearing high in the search engines became a key factor for Hiccup as the majority of the sales are being generated through the search engines. After being extremely happy with the level of service Advansys had provided when creating the ecommerce website, Hiccup Gifts decided to use the Advansys daughter company SEO Junkies for the search engine optimisation. Danielle felt that it was important to continue to work with people she had already worked with and had trust with.

With so many different products on the Hiccup Gifts website, Danielle wanted to focus on a particular range of products, especially with seasonal sales. With this in mind, Danielle wanted to turn the businesses attention to the School Backpack market, where she found to be a good profit margin throughout the product range. She turned to SEO Junkies to work hard at gaining good search engine rankings for these keywords to generate more traffic to the website and more importantly convert this traffic it sales. SEO Junkies didn't let her down with a number of SEO techniques being used to target the keyword phrases for this particular market.

Even though it has only been 6 months since the start of the SEO campaign, the website is now riding high in Google with the website coming in at **position number 2** in Google for '**School Rucksacks**'. The website does not just rank for that key term but for some other very competitive terms as well including '**School Backpacks**' and '**School Bags**' both appearing at **position 3** in Google. With over **37 million results** appearing for search terms such as 'School Bags' it is a very competitive market, especially in September when children will be going back to school – a market that Hiccup wants to take!

The impressive results doesn't stop there with the website appearing at **number 2** for '**Roxy Bags**' and even appearing at **number 1** in Google for '**Quiksilver Bags**' beating the Quiksilver brand to the **number 1 spot**.

The impressive results continue with other product ranges ranking very well in the major search engines. With Karlsson Clocks being one of their main products with **good profit margins** it was key that the website ranked well and the website is shooting up the search engines with a current **Google position of 4** for the term '**Karlsson Clocks**'.

This successful and, most importantly, **profitable** partnership has given Hiccup Gifts the confidence and budget to continue to reinvest and grow the company with a launch of a new redesign early next year and

the development of a full blown ecommerce workflow system to streamline internal processes and increase productivity.

With the power of search engine optimisation working so well for Hiccup, it will always be a huge sales channel that Hiccup will continue to invest in.