



Case Study

Cazual Clothing

We are a High Street fashion retailer, established 1994.

During last year, 2006, we decided to e-tail our products on the Internet, through www.cazual.co.uk

We are were nervous and apprehensive about going ahead with this. We had heard all kinds of "Horror stories" about how difficult it can be to attain a high positioning on key search engines for products, Brands etc. We needed to establish an effective Business relationship with an optimisation company that would be able to "deliver" tangible results. There were lots of people making wild claims with very little evidence to support them.

"We are in a particaurly competative retail sector, selling mid priced fashion brands!"

One having discussion with Sarah, of 123 ranking, I found her to be extremely informative, without the "Techno Babble" and more importantly, she was totally honest, explaining results would take time, and not occur overnight. I've always respected honesty and integrity.

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Anyway, Since June last year, we have achieved astounding results, in terms of our positioning on Google in particular. One example is that we achieved 1st place on Google for playboy Clothes, since October 2006. More importantly, we have held this position.

The people at 123 have always given valid and concise advise. And, to cap it all, at an affordable price.

We're so pleased that we have just renewed our contract with 123 for another 12 months.

These are just a few of the positions
Cazual currently have on Google;

Playboy Clothing

Number 1

Playboy handbags

Number 4

Lambretta t shirt

Number 9

You can visit Cazual
services at www.Cazual.co.uk

This case study was first published on 12 June 2007 and search engine positions stated above may vary.

