

# Case Study: Gurgle



www.gurgle.com

**gurgle**  
.com



The parenting and pregnancy site for mums and dads – baby stuff made simple

## aims

- Bring initial traffic to site to build site interaction and user foundation
- Create "link bait" to encourage users to revisit site and spread buzz
- Drive traffic at set targeted CPC (cost per click) and Page Visit rates



The specialised pregnancy landing page increased conversion significantly

## action

- Meticulous keyword research to target the right niche for PPC campaigns
- Suggestion of baby names tool and pregnancy calculator to act as link bait
- Advice on article content and site strategy
- Creation of pregnancy landing page to drive competitive and good quality traffic to the site cheaper for reduced cost

## results

- Over 175,000 visits via PPC alone in a month, at a reduced CPC to the target spend and within overall budget
- Baby Namer tool drives large amounts of traffic at low CPC and very high conversion rates over double the other campaigns
- Campaigns created to topical articles and news drove significant traffic in addition