



SEO for Post-Lockdown Business Growth

NOW is the time to get your Business on Page 1 of Google

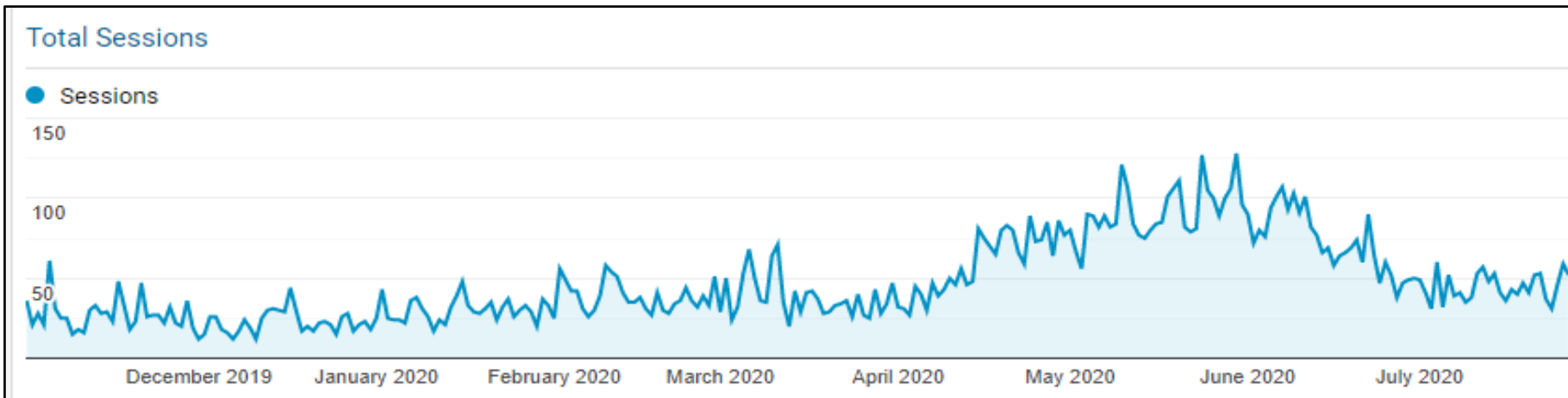
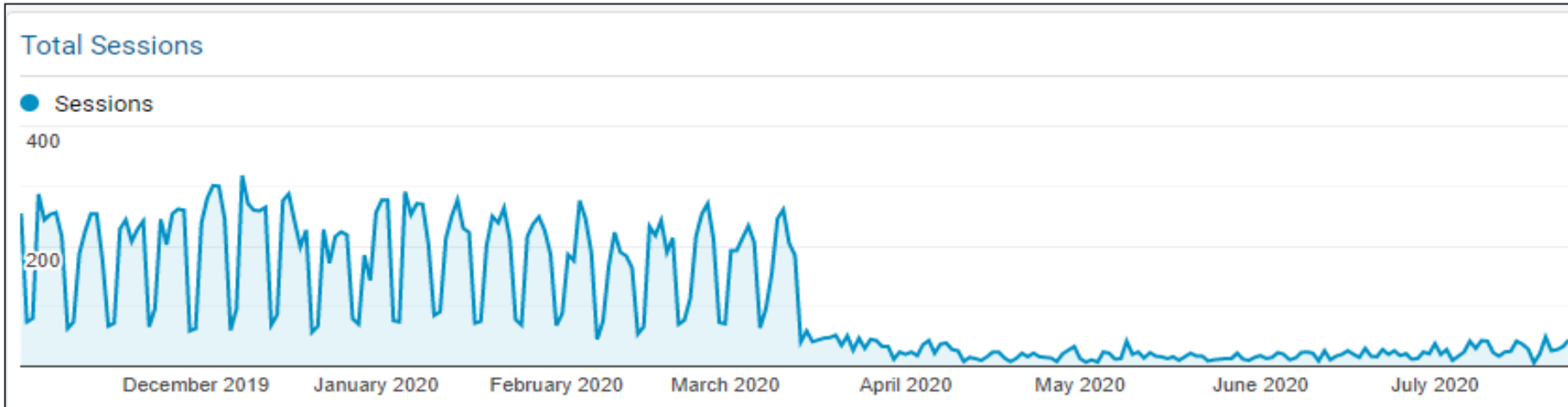
MDBC Webinar – 29 July 2020

Jaap Snoeck Henkemans
SEO Expert

Covid-19 Website Traffic Impact



Examples: A Bus Charter Agency in Malaysia and an online Kombucha Store in Singapore



Business Growth Impact of SEO



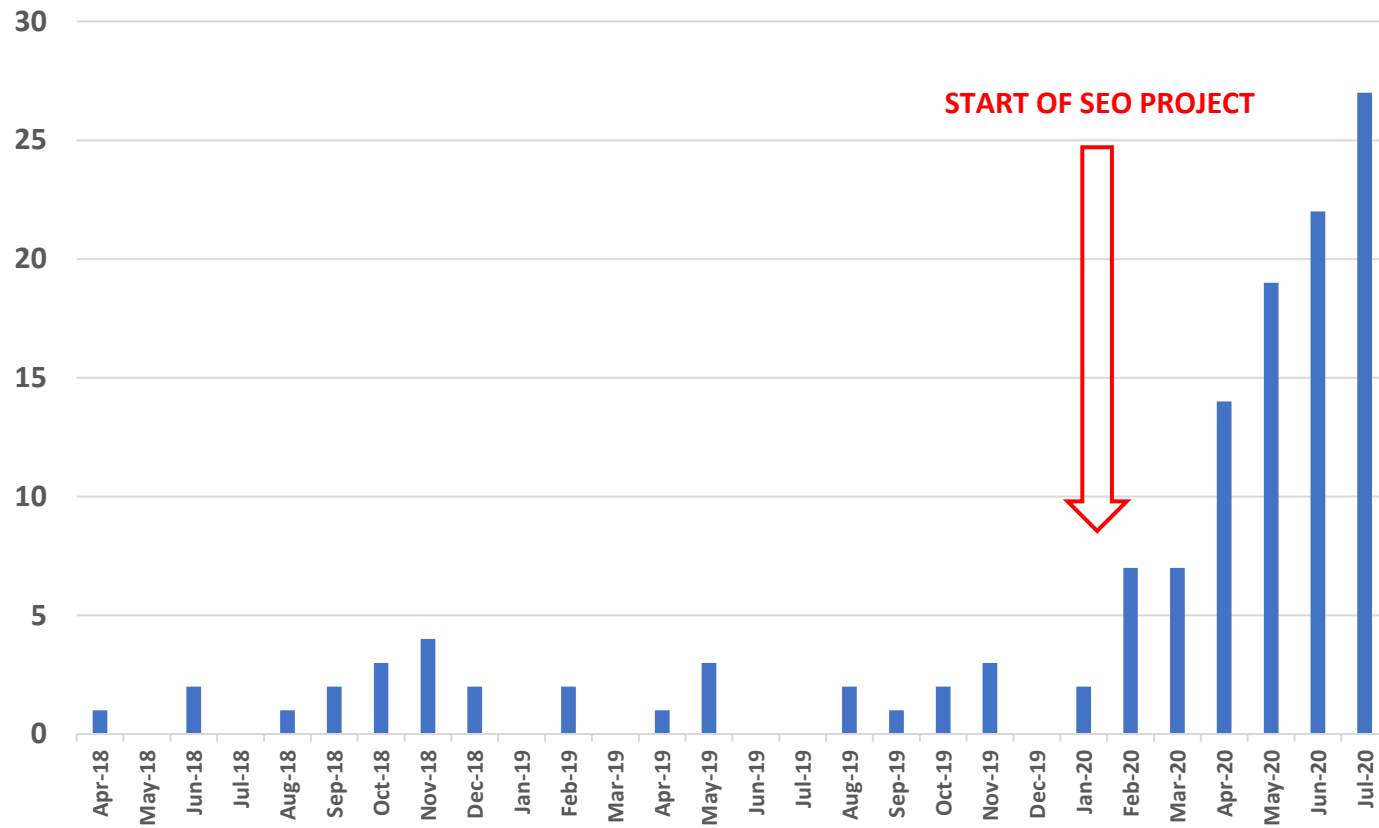
Example: A Scientific & Laboratory Equipment Supplier in Malaysia

- This company launched a new website in **April 2018** - It did not generate any leads for 2 years
- They still depended on a rather large salesforce to generate leads, sales and revenue
- I met the Group MD and started my SEO Project mid January 2020
- As per today, the company has already **met its 2020 full year sales target**

Impact of SEO on Business Growth



Hi-Tech Scientific & Laboratory Equipment Supplier in Malaysia



“After showing me very convincing examples of SEO results for his other clients, I decided to engage Jaap for our SEO.

What really impressed me about him, was that while doing his magic SEO work, he also compiled a list of urgent changes to our website that would improve its accessibility and user experience.

He regularly checked with our team about the most profitable products which needed his priority treatment.

Since then, we have seen a tremendous growth in quotation requests and ensuing revenue.

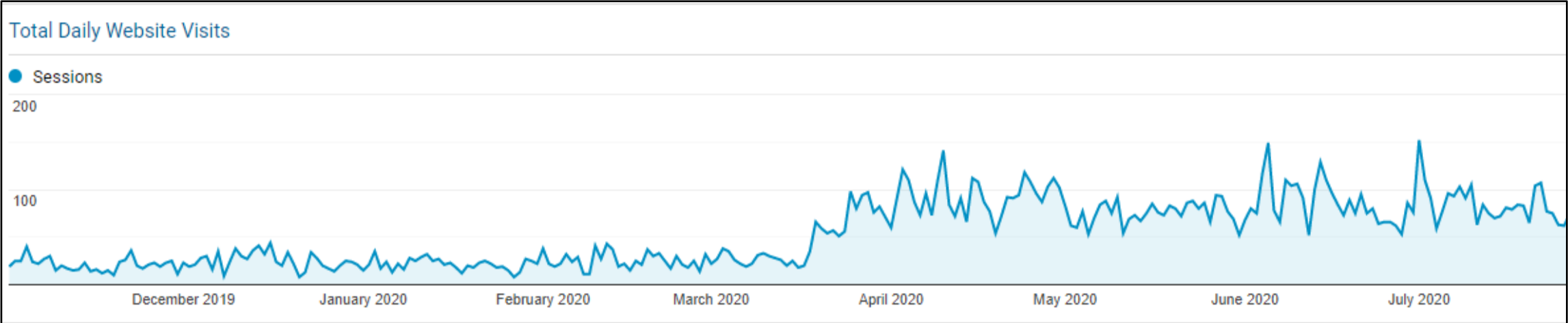
Nothing but praise for his genius work! I highly recommend Jaap’s services to anyone, except to our competitors”

Mr. Suresh, Group MD - Gaia Science Malaysia

Case Study 1/3



Website Traffic of a Wholesaler/Distributor of Exclusive Spirits in Malaysia



So, what is the story behind this?

Case Study 2/3



Before Covid19 pandemic

- Successful B2B Business - An Importer, Distributor and Wholesaler of Quality Spirits
- Supplying all 5-star Hotels Bars in Kuala Lumpur and High-end Pubs in Malaysia
- Obviously, their business came to a screeching halt in March 2020

Through Covid19 pandemic

- They acted really quickly and created an on-line Retail Store for consumers
- They engaged me for SEO on their Store- and Wholesale website
- I made a lot of enhancements to their website to support the transition from B2B to B2C

- And.....here are the results

Case Study 3/3



Retail Sales from mid Feb 2020 until yesterday

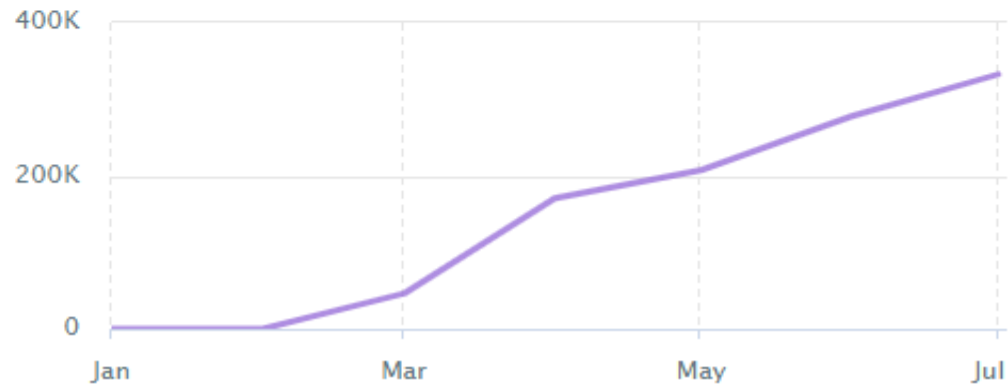
Total sales

[View report](#)

MYR 1,033,932.38

Point of Sale	MYR 528,229.26
Online Store	MYR 413,420.18
Draft Orders	MYR 86,996.65
Shopify Mobile for iPhone	MYR 5,286.29

SALES OVER TIME





Thank you for your attention

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SPARE SLIDE

IN CASE THERE IS STILL TIME LEFT

More examples of dealing with the new reality



Example 1: An Online fitness platform that connects clients with fitness coaches

- They had high Google Ranks with “searches” like:
 - Personal trainer KL, Personal trainer Kuala Lumpur etc.
- During MCO they offered sessions via Zoom, so I helped them to rank high for:
 - **Online personal training** (and related searches)

Example 2: A Recruitment Services Group with offices all over SE-Asia

- Most notably in Singapore and Philippines the Job market has collapsed
- They asked me to do SEO to improve rankings of typical “**Employer**” Google Searches rather than “**Job Seeker**” Google Searches