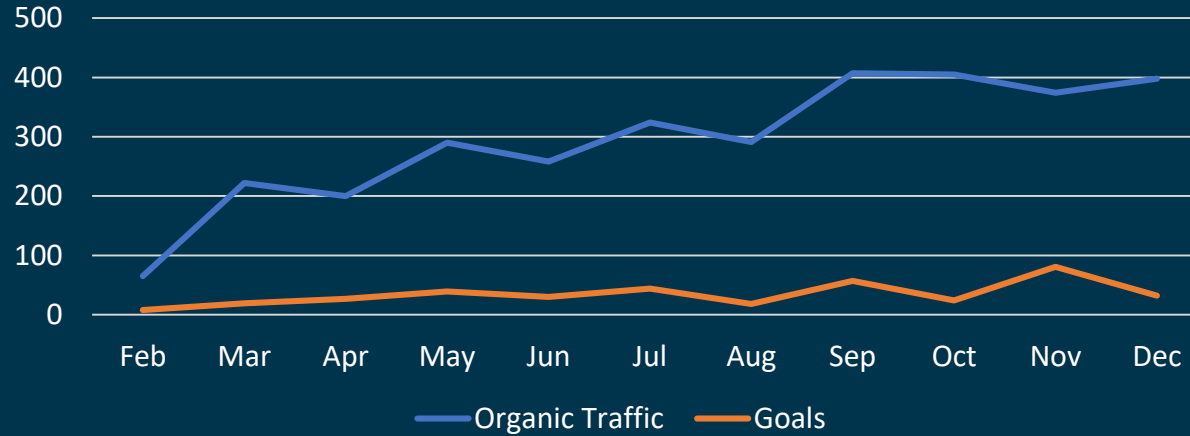




### KPI's & Goals



Conversions:

152

Inc.

50%

Organic Traffic Increase:

50%

Limerick Phrases

28 Page One Positions

Ireland Phrases

10 Page One Positions

Designer Phrases

9 Page One Positions

<b>Limerick PHRASES</b>	<b>Position</b>
<b>Limerick bridal boutique</b>	<b>1</b>
<b>bridal boutique Limerick</b>	<b>1.2</b>
<b>bridal shops in Limerick</b>	<b>1.5</b>
<b>bridal shop Limerick</b>	<b>1.6</b>
<b>Limerick bridal shops</b>	<b>1.7</b>
<b>bridal shops Limerick</b>	<b>1.8</b>
<b>bridal wear Limerick</b>	<b>2</b>
<b>Limerick wedding dresses</b>	<b>2</b>
<b>wedding dress shops Limerick</b>	<b>2</b>
<b>wedding shops Limerick</b>	<b>2</b>
<b>wedding dress shop Limerick</b>	<b>2</b>

<b>Ireland PHRASES</b>	<b>Position</b>
<b>vintage wedding dresses Ireland</b>	<b>3.5</b>
<b>vintage style wedding dresses Ireland</b>	<b>4</b>
<b>vintage wedding dress Ireland</b>	<b>4.6</b>
<b>vintage bridesmaid dresses Ireland</b>	<b>6.1</b>
<b>vintage Irish wedding dresses</b>	<b>7.3</b>
<b>ballet length wedding dresses Ireland</b>	<b>8.1</b>
<b>Irish lace wedding veil</b>	<b>9</b>
<b>Irish lace wedding veils</b>	<b>9.3</b>
<b>tea length wedding dress Ireland</b>	<b>9.3</b>
<b>tea length dresses Ireland</b>	<b>9.7</b>
<b>tea length wedding dresses Ireland</b>	<b>10.3</b>