

CASE STUDY

MEDIAMAGIC & SUBARASHII KUDAMONO
GOURMET ASIAN PEARS



Campaign: Search Engine Optimization (SEO) Strategy, Plan and Keyword Ranking



Industry: E-Commerce Retail, Produce, Holiday Fruit Gifts



Objective: Sell All Seasonal Harvested Asian Pears at Optimal Price



Website: wonderfulfruit.com



Media Magic, when they learned that our site needed to be re-optimized, developed a comprehensive technical plan for us to consider. After reading this plan, we were immensely impressed by the degree of detail presented, technical proficiency outlined and list of basic housekeeping we needed to address. It was an impressive awakening, but inspiring by how strong our site and pages would become. Not only did TMM (Team MediaMagic) write this killer plan, their team in concert with our staff and developer were surgically effective in executing all outlined tasks. We are pleased to have a healthy, streamlined and well-optimized site!

Holly Harter, Web Content & E-Comm management, Subarashii Kudamono Gourmet Asian Pears



PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

Faced with a site that needed to be re-optimized, their own programmer said:

“Hey, you need to check out Media Magic...gotta see what they can do!”

Subarashii Kudamono is an exclusive produce brand in Pennsylvania, USA shipping gift boxes of its unique Asian Pear varieties nationwide via its e-commerce site.

Subarashii needed to have its site re-optimized for improved search engine optimization to increase its organic visibility online particularly during the Fall and holiday shopping season when its fruit annually becomes available for sale in the US.

SOLUTION AND RESULTS



Because the site's SEO was made current based upon the search engine search patterns, Subarashii experienced a significant boost in organic web traffic. This included identifying what top ranking keywords need to be integrated into the site as well as refreshing placement of current strong performing keywords within the body of the sites' pages. TMM suggestion of highly optimized pages, also part of the plan, was an invaluable addition to the site. Subarashii also felt improved confidence about its e-comm site overall due to the impressive “housekeeping” that TMM identified to make sure the site could avail itself to all best practices, protocols and compliance with regards to internet searching and Google Analytics 4. Subarashii is proud to have a solid e-commerce site through TMM's support.

A Google Tag Manager (GTM) account was set up.

GTM allows for easy and efficient management of event tracking without having to modify the website's code directly.

Tags		
<input type="checkbox"/> Name ↑	Type	Firing Triggers
<input type="checkbox"/> Add to cart GTM	Google Analytics: GA4 Event	Click add-to-basket button
<input type="checkbox"/> Checkout GA4	Google Analytics: GA4 Event	Checkout click GA4
<input type="checkbox"/> Chekout Complete Tag GA4	Google Analytics: GA4 Event	Checkout Complete Trigger
<input type="checkbox"/> Configuration For GA4	Google Analytics: GA4 Configuration	All Pages
<input type="checkbox"/> Contact Us visits GA4	Google Analytics: GA4 Event	Contact Us visits GA4
<input type="checkbox"/> Customer Login GA4	Google Analytics: GA4 Event	Customer Login GA4 Customer Login Trigger
<input type="checkbox"/> Google Ad Words	Google Ads Conversion Tracking	All Pages
<input type="checkbox"/> Google AdWords Conversion Linker - All Pages	Conversion Linker	All Pages
<input type="checkbox"/> Google Analytics	Google Analytics: Universal Analytics	All Pages
<input type="checkbox"/> Open PDF File (receipes)	Google Analytics: GA4 Event	Click PDF files GA4
<input type="checkbox"/> Recipes Visitors GA4	Google Analytics: GA4 Event	Recipes Visitors GA4
<input type="checkbox"/> Register Submit GA4	Google Analytics: GA4 Event	Register GA4
<input type="checkbox"/> Submit Contact Us Form SK	Google Analytics: GA4 Event	Submit Contact Us Form Trigger

Setup Assistant completed

Analytics

All accounts > Subarashii Kudamono ...

wonderfulfruit.com

Try searching "path analysis"

ADMIN

USER

Property

+ Create Property

wonderfulfruit.com (340688589)

Setup Assistant

Property Settings

Data Streams

Events

Conversions

Audiences

Custom definitions

Data Settings

Data Collection

Data Retention

Data Filters

Channel Groups

Data Import

Reporting Identity

Attribution Settings

Setup Assistant

To confirm that your property is fully set up as desired, configure the settings below and mark the items that are complete. Your smarter, more advanced data analysis awaits. [Learn more about the Setup Assistant](#)

If you are new to Google Analytics, visit our training hub for videos, articles, and resources to get the most from your data. [Learn more about Google Analytics](#)

7 / 7 marked complete

Start data collection

Collect website and app data

Collect event data by adding the Google tag to your web pages. [Learn more](#)

DATA FLOWING

Customize data collection and display

Turn on Google signals

Access aggregated data from people with Google accounts who allow Ads Personalization. [Learn more](#)

SIGNAL ON

Set up conversions

Identify the key user interactions most important to your business. [Learn more](#)

6 CONVERSIONS

Define audiences

Find, group, and remarket to your most engaged visitors [Learn more](#)

6 AUDIENCES

Miami Office

1951 NW 7th Avenue, Suite 600
Miami, FL 33136 United States

Kyiv Office

Secheviih Strelcov str., 12, Kyiv, 02000, Ukraine

www.teammediamagic.com

welcome@teammediamagic.com

thomas@teammediamagic.com



30 MINUTE MEETING



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