



URBAN BREW
MORE THAN JUST GREAT COFFEE

SEO Case Study Of Urbanbrew

Our Journey From 5k To 12K Organic Visitors
Per Month Within Two Years.

1800 875 495 Compatibility Guaranteed We Really Do Care Save

PROUDLY AUSTRALIAN COMPOSTABLE* PODS HAPPY OR MONEY BACK

Compatible with...

- ✓ Nespresso®* ALDI®* & Caffitaly®*
- ✓ Over 10,000 Happy Customers
- ✓ Taste More, Spend Less

leelo Reviews

No rating available

MORE THAN JUST GREAT COFFEE

SHOP NOW

WE'RE THE NEW KIDS ON THE BLOCK

If you've been disappointed by compatible pods in the past, get excited!

leelo Reviews

COMPATIBILITY GUARANTEED

WE REALLY DO CARE

SAVE YOUR MONEY

Our coffee pods/capsules are 100% compatible with OriginalLine, ALDI®*, K-fee®* & ...

Our coffee pods/capsules are Industrial Compostable* (soon to be Home Compostable). Our coffee is ethically sourced and freshly roasted locally.

Our coffee pods/capsules are half the price of Nespresso®* and many other coffee pod/capsule brands.

No rating available

MORE THAN JUST GREAT COFFEE

JOIN THE FIGHT

177,240

Plastic and aluminium coffee pods have gone to landfill since you started reading this. (29,000 every minute)

leelo Reviews

No rating available

MORE THAN JUST GREAT COFFEE

SHOP NOW

DON'T TAKE OUR WORD FOR IT

Love it. Just as good as Nespresso if not better, and half the price!

The coffee was hot and the postie was even hotter

leelo Reviews

No rating available

MORE THAN JUST GREAT COFFEE

177,240

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leelo Reviews

No rating available

MORE THAN JUST GREAT COFFEE

SHOP NOW

DON'T TAKE OUR WORD FOR IT

Delicious coffee. Love that it comes in a bio pod. Thanks guys

Love it. Just as good as Nespresso if not better, and half the price!

The coffee was hot and the postie was even hotter

Cindy, NSW

Stacy, QLD

Alisha, WA

leelo Reviews

No rating available

MORE THAN JUST GREAT COFFEE

DID THIS GRAB YOUR ATTENTION? GOOD!

A waffle cup, coated with dark chocolate, filled with your favorite delicious coffee. How incredible does that sound?

Remember the feeling you got when you were little and heard Mr. Whippy's ice-cream truck coming down your street - seriously the best!

We wanted to recreate something similar, but for coffee, and we think we've done a pretty damn good job of it with our one-of-a-kind choc waffle cups, aka Cuppa Chocs! But don't listen to our biased opinion, you be the judge! Just order 5 packets (50 pods) or more and you'll be eligible to grab ... handmade mouth-watering little treats for yourself for only ...

leelo Reviews

No rating available

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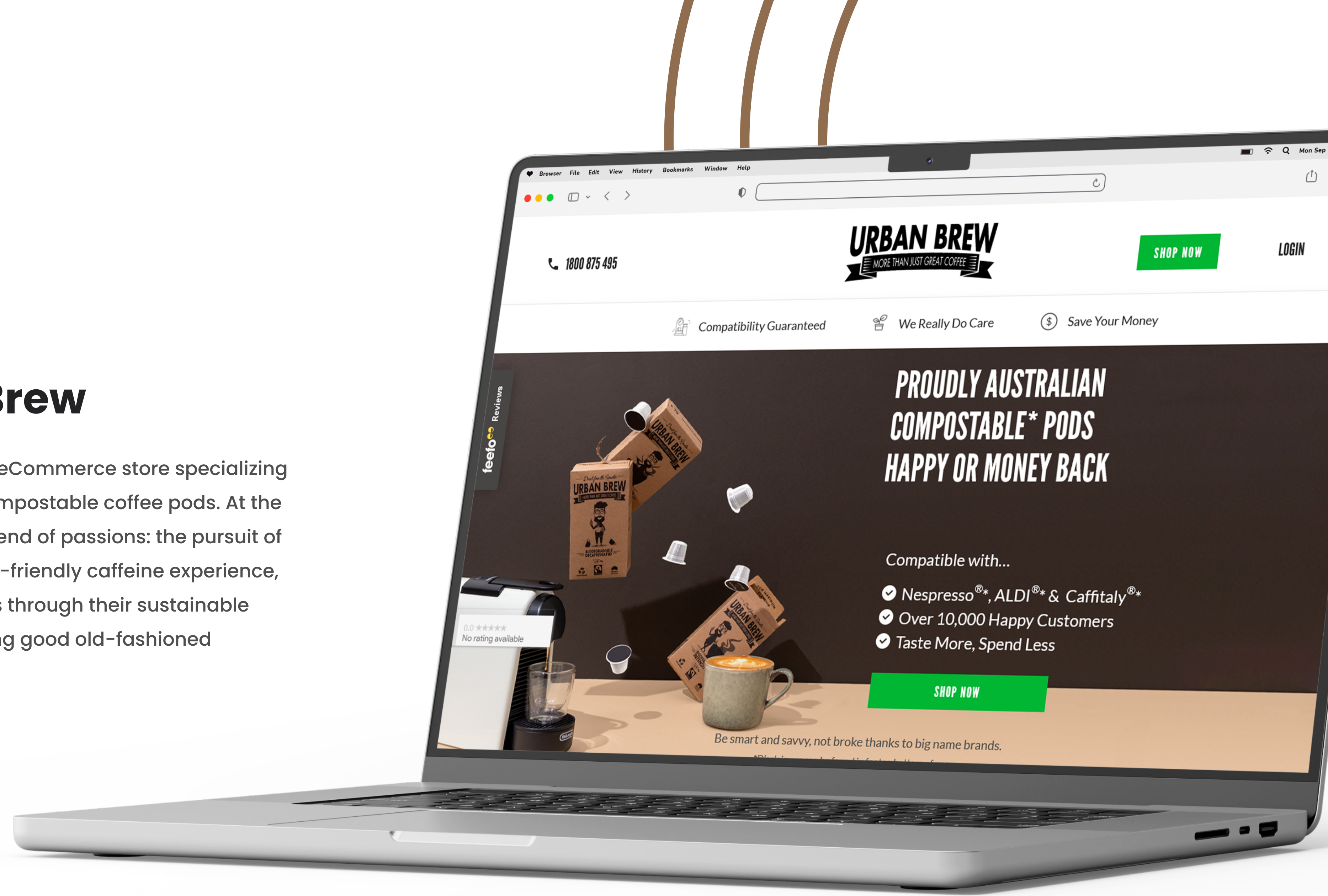
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MORE THAN JUST GREAT COFFEE

About Us

About Urban-Brew

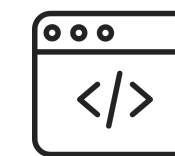
Urbanbrew. co is a thriving online eCommerce store specializing in retailing biodegradable and compostable coffee pods. At the heart of Urban Brew is a unique blend of passions: the pursuit of delivering a delightful and budget-friendly caffeine experience, a commitment to eco-friendliness through their sustainable pods, and a dedication to providing good old-fashioned customer service.



Our Services

Services Offerings

We combine cutting-edge services with unwavering dedication, ensuring your digital journey is marked by excellence and commitment.



Keyword Research

Strategize success with precise keyword research. Elevate the Urbanbrew brand by connecting with the exact terms that resonate with your audience.



Link Building

Guest posting, Blog commenting, Quora, & Mini-sites creation



On-page & Technical SEO

Maximize site performance with speed, mobile, and search engine optimizations.

Issues

Challenges:

Our SEO case study highlights challenges including adapting to evolving algorithms, standing out in a competitive market, and maintaining consistent, high-quality content. Explore strategic approaches for overcoming these hurdles and thriving in the dynamic online landscape.

- » Urbanbrew was a brand new startup when it came to us with 0 Authority.
- » They had goals to build site authority, improve keyword ranking, and boost organic sessions.
- » It was only a one-page website with less content.

Solution

- » We started the campaign by performing comprehensive keyword research and targeting the keywords specific to their niche like-
 - biodegradable coffee pods
 - coffee pods
 - compostable coffee pods
 - biodegradable coffee pods Australia
 - nespresso compatible pods

- » We focused on on-page improvements, explored new content ideas, and implement technical changes that would overall increase organic and direct traffic while providing a better user experience.

- » Not only this, we continuously built high-quality contextual links and post them on websites that have high DR, DA, and Organic Traffic. Here are some of the sample links-
 - <https://thingsthatmakepeoplegoaww.com/5-food-habits-you-can-opt-to-make-the-world-greener-2/>
 - <https://www.ecstasycoffee.com/surprisng-things-about-coffee/>
 - <https://www.tastefulspace.com/blog/2020/02/20/5-myths-about-the-nespresso-pods-that-you-can-avoid/>
 - <https://pittythings.com/brewing-tips-perfect-coffee/>

- » Also created many supporting links (blog comments, quora submissions & mini-sites creations) on a monthly basis

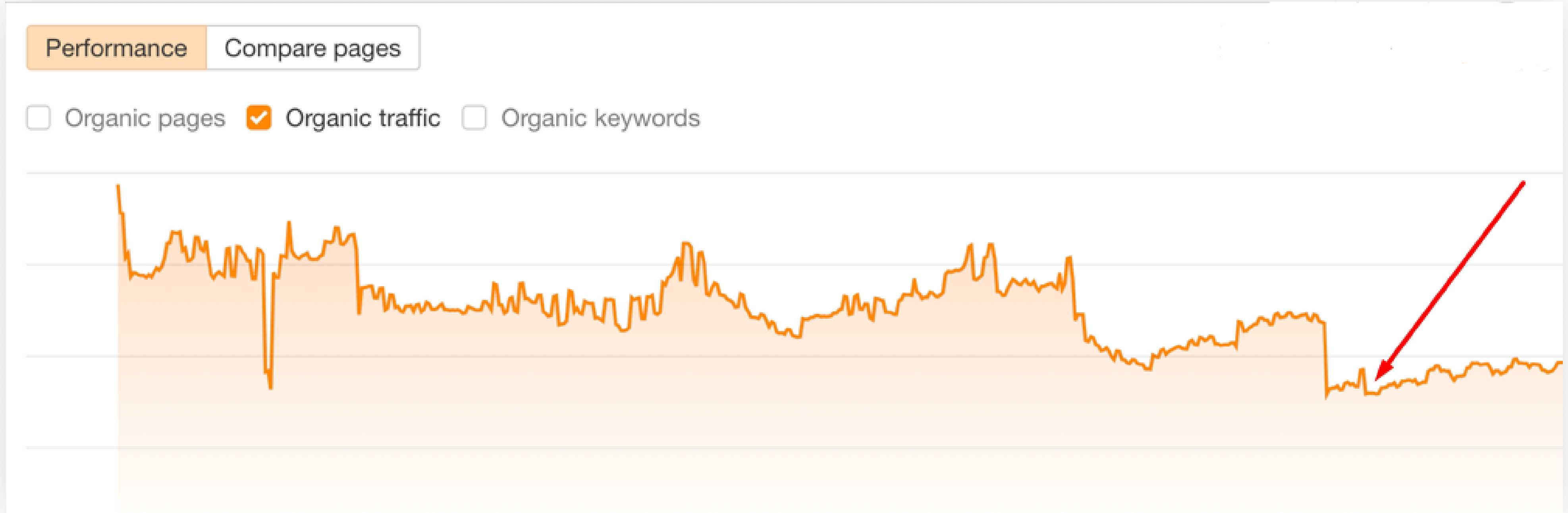
Solution

Results

We have worked with Urbanbrew.co for 3 years. Started working with them in September 2020.

4,287 keywords 28 Nov 2023 Don't compare Filters

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
+ coffee pods	2	5.5K	27	2.02	1,426	0	1	https://www.urbanbrew.co/ 4 more
+ vertuo pods	6	1.6K	2	0.56	76	0	7	https://www.urbanbrew.co/blog/the-drawbacks-of-the-vertuo-nespresso-system/
+ coffee pods australia	2	200	41	2.58	70	0	1	https://www.urbanbrew.co/
+ reset nespresso machine	4	200	6	0.20	67	0	1	https://www.urbanbrew.co/blog/how-to-reset-your-nespresso-originalline-machine-to-factory-settings/
+ how to reset nespresso machine	4	200	6	0.10	66	0	1	https://www.urbanbrew.co/blog/how-to-reset-your-nespresso-originalline-machine-to-factory-settings/
+ biodegradable coffee pods	8	200	31	1.58	50	8	1	https://www.urbanbrew.co/ 5 more
+ compostable coffee pods	1	300	42	1.95	47	0	2	https://www.urbanbrew.co/



URL	Traffic	Value	Keywords
Winners			
https://www.urbanbrew.co/blog/how-to-reset-your-nespresso-originalline-machine-to-factory-settings/ ▼	3,041 +1.8K	\$2.7K +\$1.3K	764 +189
https://www.urbanbrew.co/ ▼	3,207 +754	\$5.7K +\$1.4K	2,735 +134
https://www.urbanbrew.co/blog/stop-alternative-milk-curdling/ ▼	148 +148	\$0.02 +\$0.02	80 +58
https://www.urbanbrew.co/blog/how-to-manage-your-deliveries-with-australia-posts-my-post-account/ ▼	235 +117	\$68 +\$40	1,144 +548
https://www.urbanbrew.co/free-sample-pack-kfee-caffitaly ▼	46 +46	\$22 +\$22	30 +30

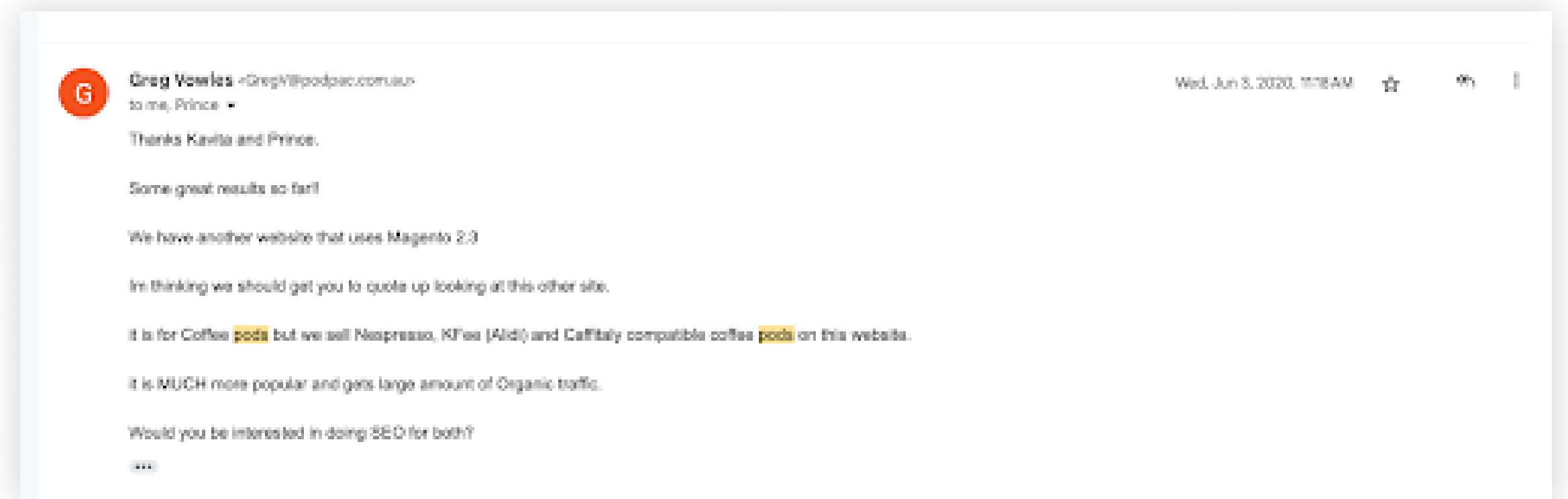
Organic traffic by location 144

Location	Traffic	Share	Keywords
AU	4.5K +1K	56.8%	4.4K +1K
US	1.7K +985	21.7%	2.2K +784
GB	620 +329	7.9%	803 -100
CA	373 +280	4.7%	529 +177

Solution

Client Feedback

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Questions?

Please feel free to get in touch.

hello@organicmarketing.biz

