

# GARRENNY LANE

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## GARRENNY LANE INTERIORS

*Home, Gift and Lifestyle e-store*

***[www.garrendennylane.com](http://www.garrendennylane.com)***



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***[www.webresults.ie](http://www.webresults.ie)***





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# Building a successful Web Strategy for Garrendenny Lane

Lorna Sixsmith  
GarrendennyLane.com

Rosey Broderick  
WebResults.ie



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## My Highlights at Showcase

Jan  
25  
2011

Published by Lorna at 10:34 pm under Interiors

I popped up to [Showcase](#) today at the RDS and loved so many of the fabulous homewares, accessories and jewellery there, we have so many talented people here in our little isle. Interestingly, there seemed to be less of the 'leprachaun/Irish cottage' stands that are usually targeted at the American buyers! By the way, Lisa McGee over at [Nenaghga! blog](#) is going to be focusing on lots and lots of lovely Irish crafts for the month of February so do check it out.

Here's a few of my highlights!

I loved [Klickity](#). They won a Tabletop and Interiors award with their new Palm lightshade and I loved their Omad light and they had fabulous ceiling lights made from large vegetable tins and sprayed in vibrant reds and blues. I'm thinking of stocking their Omad light so do let me know what you think – here's a picture of it:



Another highlight was the [Karen Morgan Ceramics](#) and my absolute favourite is her long fruit bowls, the shape is so

### AUTHOR

Lorna Sixsmith



### LATEST COMMENTS

custardbydesign on [Guest Post – In the Mood for Design](#) by Richy McCusker

Lorna on [Stylish Blog awards and 7 things you might not have known about me!](#)

Lorna on [Guest Post – In the Mood for Design](#) by Richy McCusker

Chasity on [Guest Post – In the Mood for Design](#) by Richy McCusker

Lily on [Bloggers Book Club – Review of The Reader](#) by Bernard Schlink



## GarrendennyLane

off to my sewing class now at [@smartsewing](#) with [@stitchcraftjen](#), then carlow biz club, home to do orders, kids swim lesson, homework, tea, bed

about 3 hours ago via HootSuite

[@nenaghgal](#) Hope you feel better soon my dear xx, beautiful day here, off to my sewing class now

about 3 hours ago via HootSuite in reply to Nenaghgal

put a beef casserole mix in with a chicken casserole - wonder will anyone notice later on??

about 3 hours ago via HootSuite

[@eboutiqueonline](#) No, I doubt it, I'd go if it was nearer, went to Galway last year for it

about 11 hours ago via HootSuite in reply to eboutiqueonline

goodness, I'm tired, but finished draft of talk and draft of slides! Goodnight all

about 11 hours ago via HootSuite

If you want to know what is happening with the St Patrick's Day festival, then do follow [@stpatricksfest](#) :-)

Name Lorna Sixsmith

Location Carlow, Ireland

Web <http://www.garren...>

Bio Online Shopkeeper of a home, gift and lifestyle store. Mum to 2. Married to dairy farmer in rural Ireland. Love Life. Hate paperwork.

1,136 following 1,284 followers 65 listed

Tweets 12,250

Favorites

Lists

[@GarrendennyLane/great-bloggers](#)

[@GarrendennyLane/interior-design](#)

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Search



Wall

Admin view

Info

Photos (5)

Discussions

Reviews

811

people like this

Likes

See all



A room in the cottage

## Garrendenny Lane Interiors

Home decor · Carlow, Ireland [Edit info](#)



Wall

Everyone · Garrendenny Lane Interiors

Share: [Status](#) [Photo](#) [Link](#) [Video](#)

Write something...



### Garrendenny Lane Interiors

Following on from Richy McCusker's guest post on my blog last week, I thought I would share these fabulous mood boards I just spotted by Pippa Jameson

February 28, 2011

by: Pippa Jameson Interiors

Photos: 3



2 hours ago · Like · Comment · Share





Complete the look with...



**Quilted Cushion -  
Lina pale pink  
with embroidery**  
From €29.95



**Beach Mat  
Quilted - Wendy**  
From €35.00



**Quilted Cushion  
Cover - Millie pale  
pink patchwork**  
From €36.00



**Quilted Cushion  
cover - Millie pale  
pink**  
From €29.99



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## GARRENDENNY LANE INTERIORS

*Garrendenny Lane Interiors is a Home, Gift and Lifestyle e-store.*

*We sell many gifts and homewares that you will not find elsewhere in Ireland. We also stock many high-quality Irish items. Our beautiful products are classic, contemporary, stylish, unusual and elegant and we invite you to browse our site at your leisure.*



FEATURED PRODUCT +

AS SEEN IN... +



NEW PRODUCTS +

MOTHER'S DAY +

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+

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Ostrich Wallpaper  
-  
Neutral/Cranberry



Sophia  
Sugar Pot



Red Dot Ramekin  
oven dish



Red Dot  
Pie Dish

## Major considerations when developing the website:

- Design
- SEO
- Usability
- Business Objectives

## Key elements

- Understand the target market
- Geographical Markets
  - USA
  - Ireland
  - UK
  - Germany

# Design: Connect with me

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Ruth W, Cork



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# Usability – Make it easy for me to find what I'm looking for!

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Dinina Room



Click to enlarge

Composition: Chrome finish

[+ Add to Wish List](#) [Share with a Friend](#) [Share on Facebook](#) [Print this page](#)

Bathroom Lighting

## Belvedere Hurricane Lantern

BRAND: Lene Bjerre

[+](#) Add to Cart

Belvedere Hurricane Lantern - with chrome finish.  
Approx 60 cm high (includes handle)

Lene Bjerre

Qty  Belvedere Hurricane Lamp - € 89.99

[+](#) Add to Cart

This product is available

[Complete the look with...](#)

no reviews vet. whv not write the first one?

# Do you cater for my geographical market?

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★ **As seen in Sunday Times October 2010**

**Composition:** Adhesive polyester  
**Cleaning:** Wipeable  
**Boxed packaging:** Yes

Wall Stickers

## Fabric Wall Sticker - Forest Critters for Girls

BRAND: Mae

[+ Add to Cart](#)

Forest Critters for Girls

All our lovely **Mae stickers** are made of fabric. This makes them perfect for children, as they are removable and completely reusable. They can be scrunched into a ball and will easily un-scrunch and re-apply to your wall, many times over. The adhesive side is washable, which is important when it comes to those precious yet impossibly grubby little ones! Our stickers can be applied to almost any surface, and will not damage your walls.

Sheet size - 550 mm x 420 mm

A Lovely design for girls bedrooms, especially if used in conjunction with the **Build a Tree** wall sticker.

Qty  Fabric Wall Stickers - Forest Critters for Girls - € 63.00

[+ Add to Cart](#)

This product is available

[Complete the look with...](#)

**no reviews yet. why not write the first one?**

**write review**

rate it ★★★★★

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### Order a Sample

1  Ostrich Wallpaper -  
Neutral/Cranberry - €0.50

#### Composition:

SC accredited sustainable forest paper

**Size:** 52(w) 1000(h) cms

**Repeat:** 36 cms

**Colour:** Neutral/Cranberry

### Measurement Calculator

Please enter wall measures. If you are wallpapering a whole room please enter the total width of all four walls.

Total Width  Room Height  Units

Made to Order - Allow up to 2 weeks

[Complete the look with...](#)

**no reviews yet. why not write the first one?**

**write review**

rate it

POST TO FACEBOOK

POST TO TWITTER

## Search Engine Optimisation

- Keyword research
- Focus on how people search
- Focus on each country market
- Target high searches, low competition
  
- Build content into website

## SEO – ongoing

The website is the hub

Subject areas in blog & social networks, refer back to / link to further content on the website and where relevant into product pages ‘BUY NOW’

Build relevant search terms into website

Full control over key SEO elements on each page

- meta data
- editing urls
- alt tags for images
- content

[+ Add new](#)

## Products



Title	URL	Stock	Edit	Delete
<a href="#">'Aw Go On' Print - Red</a>	/Products/Aw-Go-On-Print-Red-Love-Ireland	9		
<a href="#">'Pocket Watch' Clock - Large</a>	/Products/Pocket-Watch-Clock-On-Stand-Large	5		
<a href="#">'Pocket watch' Clock on Stand</a>	/Products/Pocket-Watch-Clock-On-Stand	5		
<a href="#">'Wish You Were Here' cushion by Yukari Sweeney Design</a>	/Products/Wish-You-Were-Here-Cushion-By-Yukari-Sweeney-Design	8		
<a href="#">2 Glass Candlesticks</a>	/Products/2-Glass-Candlesticks	6		
<a href="#">2-in-1 Measuring Jug - Joseph Joseph</a>	/Products/2-In-1-Measuring-Jug-Joseph-Joseph	Low stock (3)		
<a href="#">A Gardening Diary</a>	/Products/Gardening-Diary	Low stock (2)		
<a href="#">A Grand Soft Day - Irish Expression - Pea Green</a>	/Products/A-Grand-Soft-Day-Pea-Green	Low stock (2)		
<a href="#">Alarm Clock - Millie</a>	/Products/Alarm-Clock-Millie	Low stock (1)		
<a href="#">Alice Cushion - Mustard</a>	/Products/Alice-Cushion-In-Mustard	Low stock (2)		
<a href="#">Alice Mug - Mustard</a>	/Products/Alice-Mug-Mustard	8		
<a href="#">Alice Wallpaper - Black</a>	/Products/Alice-Wallpaper-Black-	5		
<a href="#">Alice Wallpaper - Blue</a>	/Products/Alice-Wallpaper-Blue-	5		
<a href="#">Alice Wallpaper - Milk chocolate</a>	/Products/Alice-Wallpaper-Brown	5		
<a href="#">Alice wallpaper by Mini Moderns - Mustard colourway</a>	/Products/Alice-Wallpaper-Mini-Moderns	5		
<a href="#">Angel Decoration</a>	/Products/Angel-Decoration	5		
<a href="#">Animal Magic Fabric - Blue Gloss</a>	/Products/Animal-Magic-Fabric-Blue	6		
<a href="#">Animal Magic Fabric - Green &amp; White</a>	/Products/Animal-Magic-Fabric-Green-And-White	8		
<a href="#">Animal Magic Fabric - Green Glitter</a>	/Products/Animal-Magic-Fabric-Green-Glitter	8		
<a href="#">Animal Magic Fabric - Grey &amp; Black</a>	/Products/Animal-Magic-Fabric-Grey-And-Black	8		
<a href="#">Animal Magic Fabric - Grey &amp; White</a>	/Products/Animal-Magic-Fabric-Grey-and-White	8		

## Meta Data - CMS

Styles  **B** *I* abc

Description:

Part of the Wild Animals range, the Ostrich Wallpaper was developed in response to clients hunting for children's papers that aren't clichéd in their focus on boy/girl themes and colours. This delightful wallpaper is a perfect, fresh solution for a child's room. It has a sophisticated palette of cranberry on a cool neutral and the design is quite timeless.

Please allow a week for delivery of this wallpaper.

Perfect for children's bedrooms or playrooms - stylish and fun.

Meta keywords: wallpaper, ostrich wallpaper, pink wallpaper, neutral wallpaper, wallpa

Meta description: Fun, funky and stylish ostrich wallpaper by Turner and Pocock is available online from Garrendenny Lane Interiors

Active: Yes

Available for:  Male  Female

Room types:  Dining room  Living room  Hall  
 Bathroom  Bedroom  Study/Library  
 Kitchen  Children's bedroom

# ALT Tags - CMS

## Pictures

Information

Pictures

Prices

Categories

Occasions

Related products

Sub-Products

File:

1

Choose File No file chosen

only JPG or GIF files

**IMPORTANT: Please use 640x480 pixel images.**

2

Upload picture Click to upload picture

To uplad additional files repeat steps 1 and 2

3

Press 'Finish' when done.

Finish

Description:

Ostrich wallpaper for Kids



Alternate Text:

Ostrich wallpaper

Set as default

delete

Description:

Ostrich Wallpaper



Alternate Text:

Ostrich wallpaper

Set as default

delete

Save descriptions



- Ability within CMS to add new categories of information, new pages of information, articles based on on-going keyword analysis
- Links back into product pages to drive sales



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### Bedroom

[Guest Bedroom Design](#)

- [9 Ways to make your Guest Bedroom inviting and special for your guests this festive season](#)

### Conservatories

[Conservatory Design](#)

- [Creating casual, comfortable conservatories & snazzy, sophisticated sunrooms](#)

### Lighting

[Ambient Lighting](#)

- [Let there be Light!](#)

### Childrens Wallstickers

[Removable Wallstickers](#)

Using Wallstickers to create a fairy tale there in your childrens bedroom

### Irish Made Products

[Irish Made Lampshades](#)

Add a reminder of home to your living room with Irish made Lampshades

### Patterns & Designs

[Geometric Designs](#)

- [Gorgeous Geometrics](#)

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# International markets

- Focus on specific country markets
- Set up subdirectories pages for different countries

The screenshot displays the website interface for Garrendenny Lane, specifically the UK subdirectory. The browser's address bar shows the URL <http://www.garrendenny.com/UK>. The page features a search bar, navigation links such as Home, Newsletter, Press, News & Events, Gifts, Faq, Search, About us, Contact us, and Register now, and a currency selector set to UK. A promotional banner at the bottom left highlights a 'Special Offer: Free shipping on all orders over €100 / £100'. The main content area is titled 'GARRENDENNY LANE INTERIORS' and includes the text: 'Garrendenny Lane Interiors is a Home, Gift and Lifestyle e-store. We sell many gifts and homewares that you will not find elsewhere in the UK. We also stock many high-quality Irish items. Our beautiful products are classic,'. A sign-up box on the right encourages users to 'SIGN UP NOW FOR GIFTING SERVICE'.

- Build local content into different country area.  
Use geographical references where possible
- Build links into specific areas of the site from  
local websites

## Most importantly for SEO - Link Building

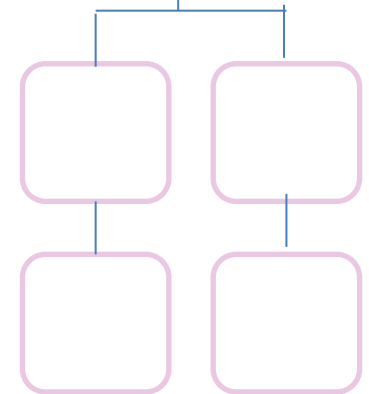
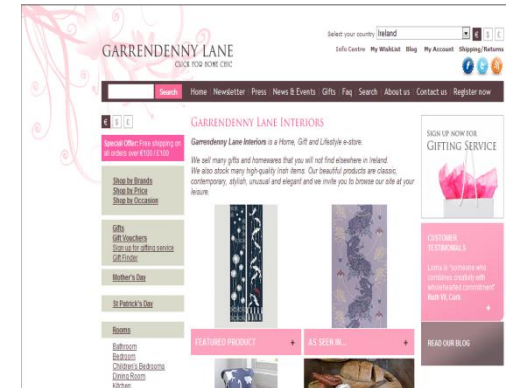
- Identify complementary websites – those selling to the same target market
- Submission to local directories
- Submission of content to online article directories, information websites, product review sites etc in the local market
- Providing RSS feeds of products and content to other websites
- Incoming RSS feeds from local websites with local relevant content based on keywords

## Other Web Marketing Activities

Online Advertising:  
Facebook Advertising, Youtube.com Google  
Adwords,

Affiliate Programs

Other Sales Channels – Facebook ecommerce

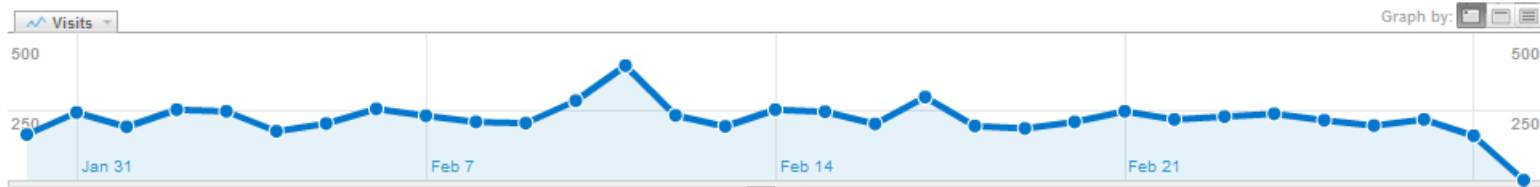


Garrendennylane.com is currently

- reaching people in 100 countries + with purchases from over 10% of these
- Being picked up through over 229 sources
- For 1000+ keywords
- Increase in sales over the last month of 25%. Target is to build on this month on month through focused activity

### All Traffic Sources

Jan 30, 2011 - Mar 1, 2011



All traffic sources sent 6,765 visits via 229 sources and mediums

## Major focus on statistics & usability

- Sources
- Bounce rates
- Landing pages
- Conversions (sources & keywords)
- Goals achieved
- Exit pages



Sample Activity Plan	Activity	Details
March	Further Keyword Analysis	Identify Keywords of focus
	Further optimisation of website pages	Reviewing and adding meta data, content etc based on new key words
	Add articles to website	Optimise & add to info centre
	Link Building	Submit articles to directories, identify other websites to target for links, submit to directories
	Online Advertising	Facebook, YouTube & Adwords Advertising
	Reporting & analysis	Summary weekly report showing highlights. Detailed monthly report showing growth & increase in performance from previous month

Building your web presence is an ongoing process

- Up to now focus on getting different elements/functionalities of the site working
- Focus now : SEO / web marketing activities to support Lornas blogging, social networking. Statistics and measurement

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