

Bisley Workwear & AdVisible (Now AIIMs Group) - “Warning: eCommerce Strategy Underway!”

About the Client:

Bisley Workwear, a leader in the Australian workwear industry for over 60 years, sought to transition from a B2B to a B2C model. By partnering with AdVisible, they aimed to enhance their digital presence and eCommerce capabilities.

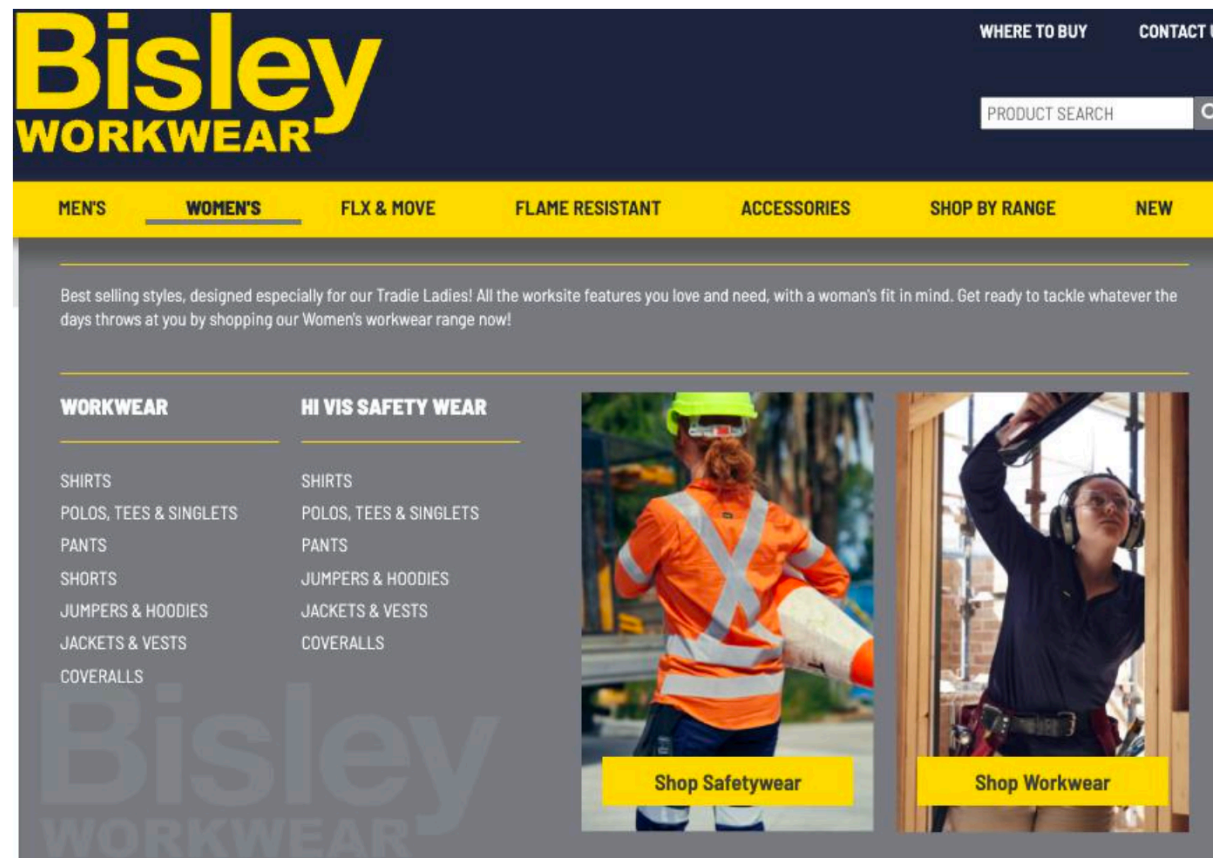
Challenges:

Bisley needed to move away from a wholesale-dependent model and establish a strong online presence to match their market leader status. Their existing digital marketing efforts were underperforming, necessitating a comprehensive overhaul. They tasked us to develop an online marketing strategy to optimise their underperforming site and transform it into an eCommerce brand that matched their market leader status.

After conducting a site audit and competitor analysis, we proposed a three-pronged strategy to move Bisley from a B2B to a B2C sales model to better provide the best changes of gaining targeted organic traffic, and transforming their website into an online store that matched their market leader status.

Objectives:

- Increase total keyword reach by 25% - (6K to 7.5K) from February to July 2022
- Improve organic conversions from 1,2K < to 1,5K per month
- Increase total keyword reach by 25% (6K to 7.5K).
- Improve current DR & Referring Domains.



Strategy Provided & Tactical Implementation

Partnering with the senior SEO analyst, I contributed towards a three-pronged SEO & Content Strategy, 45% of which involved Content Optimisation. This ranged from **Strategic On-Page, Copywriting & Content Execution**.

- **End-to-End Copywriting Ownership:** Responsible for drafting and optimising category page copy, ensuring all headlines (H/1), subheadings (H/2 and /H/3), and body text adhered strictly to SEO and WCAG best practices.
- **SEMrush & Readability Optimisation:** Utilised SEMrush and content analysis tools to evaluate keyword density, enhance readability scores, and align tone-of-voice directly with target Australian trade workers.
- **WCAG Compliance & Inclusive UX:** Structured page layouts, semantic HTML tags, image alt text, and heading hierarchies in full compliance with WCAG web accessibility guidelines to maximise usability for all users.
- **Comprehensive Keyword Mapping Revision (KWM):** Helped build a KWM document targeting high-volume terms across category pages (e.g., *workwear* [40,500 monthly searches], *women's workwear* [9,900], *work pants* [9,900], and *tradie workwear* [6,600])
- **New Information Architecture & Thin Content Expansion:** Introduced dedicated category and subcategory pages for **Men's** and **Women's safetywear** to capture gender-specific search intent and streamline user navigation. This included implementing keyword-enriched content across all category pages to build Bisley's site trust and brand authority, provide relevant information for Bisley's top-funnel users, and improve their keyword ranking and targeted organic traffic to their site.

Your clothing should be considered an investment, providing you with peace of mind as you work.

In previous years, such **workwear garments** lacked style, individuality and hardly fit women's bodies properly. While workwear is one of the most basic workplace necessities, properly fitting clothes is often overlooked in traditionally male-dominated trade industries- which is hardly fair!

Luckily, the rising number of women working in trades, industrial and rural settings, and research around effective workwear has prompted exciting changes.

Bisley Workwear is one of the leading online stores to provide **women's workwear** options that are comfortable, flattering for the female body shape, and provide optimal protection on the job site.

Our comfortable range is tailored to women of all sizes, so no matter how much you get your hands dirty, you'll still look great while doing it. No more wearing a big, oversized shirt that's three sizes too big. Rest assured you will always remain comfortable and dry no matter the weather conditions, or the job.

At Bisley Workwear, our **women's workwear online** is:

- 360° Flexible
- Machine Washable
- Ultra Durable
- Stylish
- Breathable
- Quick-Dry
- Designed to fit a woman's body
- Flame and water-resistant

WHY CHOOSE BISLEY WORKWEAR

We don't say it lightly when we claim we are first class in creating a comprehensive range of **men and women's workwear online**, safetywear and protective wear for a number of industries.

Bisley Workwear has shaped the specialist workwear apparel industry for over 60+ years. Knowing the ins-and-outs of the industry has given our brand a significant leg-up in becoming the leading market leader in such a niche area of clothing.

The fact of the matter is that we care about your safety on the job. Sourcing only the best materials and partnering with brands that share our values guarantees quality. Bisley Workwear also uses the biggest and most-trustworthy testing laboratories to develop its garment ranges, whether it's winter wear or a simple polo shirt.

At Bisley Workwear, our team stands by quality customer service and integrity and ensures all garments are in compliance with Australia's industry-standards for Workwear, Safetywear and Protective wear for men and women.

We put our customers first every time, servicing even the biggest orders with industry-best daily replenishment order fulfilments and consistent quality performance that exceed our customer's expectations.

WHAT IS THE DIFFERENCE BETWEEN MEN'S AND WOMEN'S WORKWEAR?

The primary difference between men and **women's workwear in Australia** comes down to the silhouette, sleeves, hips and buttons. Read below to find out more:

Silhouette: Women's shirts are cut and sewn to accommodate curves whereas men's shirts are cut straight. This is to give the wearer proper and a more accurate fitting. As women are naturally curvy, shirts are sewn straight from the top and curved at the natural waist. Darts are also sewn to the chest to flatter bust size.

WOMEN'S WORKWEAR ONLINE

WOMEN'S WORKWEAR AUSTRALIA

We want all women in trade to feel comfortable and confident in their clothes, which is why Bisley Workwear designs and supplies an exclusive range of **women's workwear** for all of our ladies in trade.

[Read more...](#)

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BJ6844

Flx & Move™ puffer Fleece
Hooded Jacket



BK6902

Flx & Move™ Pullover
Hoodie



BK6902P

Flx & Move™ Pullover
Hoodie with Print



BJ6962

Long Rain Coat

Results:

We superseded Bisley Workwear's forecasted non-branded traffic results. The client experienced a **54.78% increase in organic traffic in 6 months** compared to two years prior, with a spike in July 2021 at **21.9K impressions per month** vs. 7.1K (**207%+**). Meanwhile, new users to Bisley Workwear's new eCommerce site increased by **46.71%!**

In 6 months, Bisley gained a **47.63%** increase in organic conversions and is currently gaining **1,835** conversions per month!

Increase total keyword reach: Our efforts skyrocketed Bisley Workwear's total keyword reach. They are currently ranking for **8.3K keywords** with **585 keywords ranking in the top 3**.

