

Big W appoints First Rate 

13 Aug 2010 - Danielle Long

SYDNEY: Big W has appointed search marketing agency First Rate to handle search engine optimisation as it looks to boost traffic to its new transactional retail website.

The Woolworths-owned discount department store chain launched its e-commerce site in May in a bid to take advantage of the growing online retail market.

Head of Big W Online, Sally-Anne Newson, said the appointment of a search marketing agency was "vital to the success of our online store to ensure we reach the right target audience through search engine optimisation".

First Rate will be tasked with SEO for the site in a bid to “help Big W dominate the online retail scene”, First Rate head of marketing Tom Skotidas said.

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