



SEO

CASE STUDY

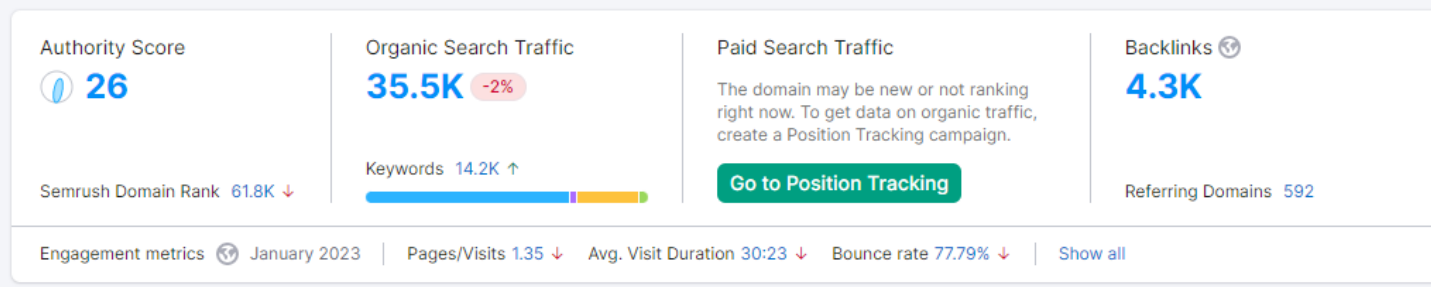
HEALTH INDUSTRY

CLIENT'S ORGANIC TRAFFIC
INCREASED FROM 10,000
VISITORS PER MONTH TO
35,000 VISITORS PER MONTH

Background

A nutritional supplement provider in the United States approached us in January 2022 looking to increase their online presence and drive more sales. The company offers a range of high-quality, science-backed supplements for various health concerns.

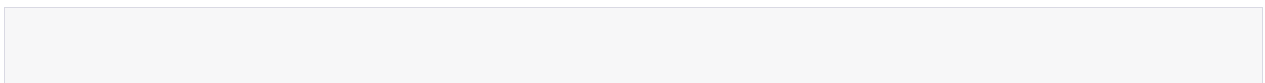
The company had already been investing in SEO and content marketing but was not seeing the desired results. Their organic traffic was around 10,000 visitors per month when they signed up with us. Our goal was to help them reach 35,000 monthly visitors within nine months.



The SEO Audit

Our first step was to conduct a comprehensive SEO audit of their website. We found that while the company had been producing a lot of content, it lacked a cohesive SEO strategy. There were issues with site structure, technical SEO, and content optimization.

We also analyzed their keyword rankings and backlink profile. We found that while they were ranking for some relevant keywords, their rankings were not high enough to drive significant traffic. They had a decent backlink profile, but it lacked diversity, which was hurting their overall SEO performance.



Keyword Research

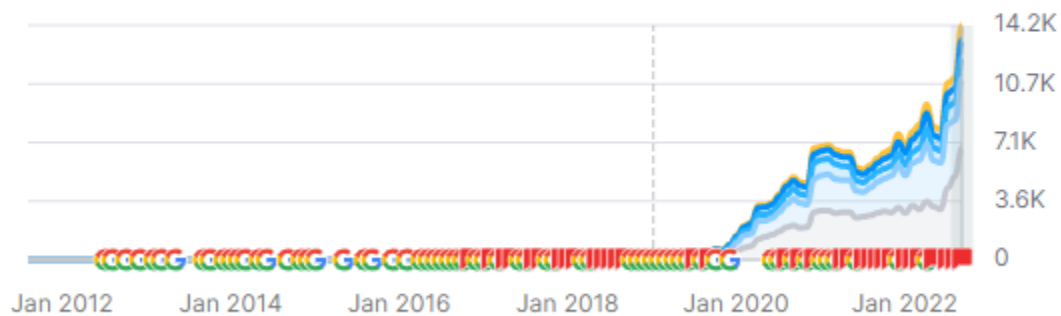
Based on our audit findings, we conducted extensive keyword research to identify high-potential keywords that the company was not currently targeting. We focused on keywords with high search volume and low competition.

We found several "easy win" keywords that the company could quickly rank for with the right optimization. These included keywords like "best multivitamin for women," "natural sleep aids," and "glucosamine supplements."

We also identified several long-tail keywords that the company could target with their content marketing efforts. These included keywords like "how to improve gut health," "supplements for joint pain," and "vitamins for hair growth."

Organic Keywords 14,236

Top 3 4-10 11-20 21-50 51-100



On-Page Optimization

Based on our keyword research, we optimized the company's existing pages and created new pages targeting high-potential keywords. We made sure to optimize each page's title tags, meta descriptions, headings, and content to maximize its relevance and visibility to search engines.

We also optimized the site structure and internal linking to make it easier for search engines to crawl and index the site's content. We fixed any technical SEO issues that were hindering the site's performance.

Organic Traffic 35,480/month

Organic Traffic Paid Traffic | Notes ▼



Link Building

To improve the company's backlink profile, we developed a targeted link building campaign. We identified relevant websites and influencers in the health and wellness space and reached out to them to secure backlinks.

We focused on building high-quality, editorial links from authoritative websites that would provide long-term value to the company's SEO efforts. We also monitored the backlink profile to ensure that any low-quality or spammy links were disavowed.

Follow vs Nofollow



| | |
|----------------|-------|
| Follow links | 1.53K |
| Nofollow links | 2.77K |

[View details](#)

Backlink Types

Backlink Types

| | | | |
|-------|--|-----|------|
| Text | | 81% | 3.5K |
| Image | | 19% | 824 |
| Form | | 0% | 0 |
| Frame | | <1% | 11 |

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Results

Our efforts paid off within six months of working with the company. Their organic traffic grew from 10,000 visitors per month to 35,475 visitors per month, exceeding our goal of 25,000 monthly visitors.

Their keyword rankings improved significantly, with many of their target keywords ranking in the top three positions on Google. They also saw a significant increase in referral traffic from high-quality backlinks.

In terms of revenue, the company saw a 63% increase in sales within six months, with a 3x return on investment (ROI) on our SEO services.

Overall, our comprehensive SEO strategy helped the company establish a strong online presence and drive significant business growth in a highly competitive industry.