



## Client Success Story

SEO: Instant Results

### Overview & Challenges:

The client's website went live in early February, consisting of around 20 static HTML pages. The primary goal of the site, as envisioned by the owner, was to facilitate the sale and rental of four distinct types of mobility assistance devices. However, after a few months of struggling to attract traffic, the client turned to our expertise in June. Attracting traffic to a newly launched website typically presents a significant SEO challenge, but we saw it as an opportunity to optimize the website's structure for search engine friendliness. To commence the project, the site owner agreed to a standard SEO consulting contract. As is customary with our SEO clients, our initial initiatives encompassed:

- Link Building
- Optimization of existing pages
- Addition of new optimized pages



### Strategy:

Link building began within one week of the beginning of the project and the optimization of existing pages was completed within the first two weeks. Our first round of new, optimized content was posted in July. As evidenced by Google Analytics, the site received an average of 210 organic visits per month between the site launch in February and June, when we began working on the account. By mid-August increased organic visits to the site were being realized and the customer did confirm that the additional traffic was converting to more product sales and rentals. Corporate growth followed, and the client has enjoyed their best sales year to date.

### Results:

By mid-October, the client was receiving between 800 and 900 organic visits per month (an increase of 404%). In addition, our efforts resulted in front page ranking in both Google and Bing/Yahoo for some very competitive keywords including the client's top priority keyword. Our efforts have resulted in the continued growth of our former client's business and the client now receives over 2500 organic visits per month. This exponential growth was a direct result of our SEO efforts which triggered phenomenal sales growth for the client.

