

seo case study

Nutrition



Campaign Information

Industry: Health — Functional Nutritionist

Location: Newport Beach, CA

Campaign Type: Local

Campaign Start Date: 09/01/2020

SEO Hours per Month: 10

Goal: Increase organic rankings for greater discoverability.



Strategy

After account setup and initial keyword research, we set out to list our client on as many applicable business listings as possible. We then turned our focus to onsite changes including implementation of keywords and h1 tag clean up. We also made several onsite recommendations for their web developer to consider, including a new page layout and sitemap. These changes allowed our client to see 5 keywords populate Google's page one in under 4 months! They have big goals and our teams are thrilled to continue building on this success.

Results

| KEYWORD PHRASE | PAGE | RANK |
|--|--------|----------|
| nutritional consulting newport beach ca | 11 ↗ 1 | 101 ↗ 5 |
| functional nutritionist newport beach ca | 1 ↗ 1 | 6 ↗ 3 |
| holistic nutrition specialist newport beach ca | 2 ↗ 1 | 20 ↗ 9 |
| functional nutrition specialist orange county ca | 11 ↗ 4 | 101 ↗ 39 |
| gut nutrition specialist newport beach ca | 7 ↗ 2 | 66 ↗ 18 |

Performance

- 6** Keywords on page 1 of Google
- 15** Avg Rankings for All Keywords
- 3** Current Top Rank on Google