

Wellness Co. **CASE STUDY**

www.visitwellness.co

The **PROJECT:**

Wellness Co.

Wellness Co., located in Zeeland, Michigan, is a leading integrative wellness center committed to guiding individuals on personalized journeys to optimal well-being. Their holistic philosophy emphasizes the interplay of internal and external factors in achieving true wellness. Offering an array of services, from medical aesthetic treatments to integrative family practice, IV therapy, massages, infrared sauna sessions, facial services, and chiropractic care, Wellness Co. provides a comprehensive array of services tailored to diverse health needs. What distinguishes them is Wellness Co.'s commitment to clean, natural self-care approaches, fostering a healing and empowering environment. More than just a clinic, Wellness Co. is a community where individuals can thrive and discover their best selves. Stemming from a vision of creating a positive, integrative haven, Wellness Co. invites individuals to explore services and embark on rewarding journeys toward a happier, healthier life. Wellness Co. sees itself as a partner, offering support and empowerment, whether virtually or in their physical space, dedicated to the well-being and success of each individual.



The **CHALLENGE:**

The client wanted to boost the website's search engine rankings and traffic, ensure consistent NAP details across all listings, and increase the number of citations. Additionally, the website's lack of Calls To Action and mobile optimization on some pages was identified as a significant issue, impacting user experience and conversion opportunities.



The **SOLUTION:**

On March 15, 2023, Wellness Co. commenced its collaboration with Growth99. Growth99 diligently assisted Wellness Co. in identifying the most pertinent keywords vital to their industry, ensuring alignment with their target audience's search patterns.



The proficient SEO team at Growth99 further optimized Wellness Co.'s website, encompassing refinement of title tags, meta descriptions, and image tags. Their efforts extended to enhancing the website's performance metrics, encompassing page load speed, mobile responsiveness, and overall user experience.

Techniques That Helped Boost Traffic

- Competitor research
- Off-page planning
- Existing backlinks checks
- Plagiarism-free content creation with keywords
- Single pages for each service
Citation creation (Syndication)
- Keyword research

After making the website mobile-friendly, we added;

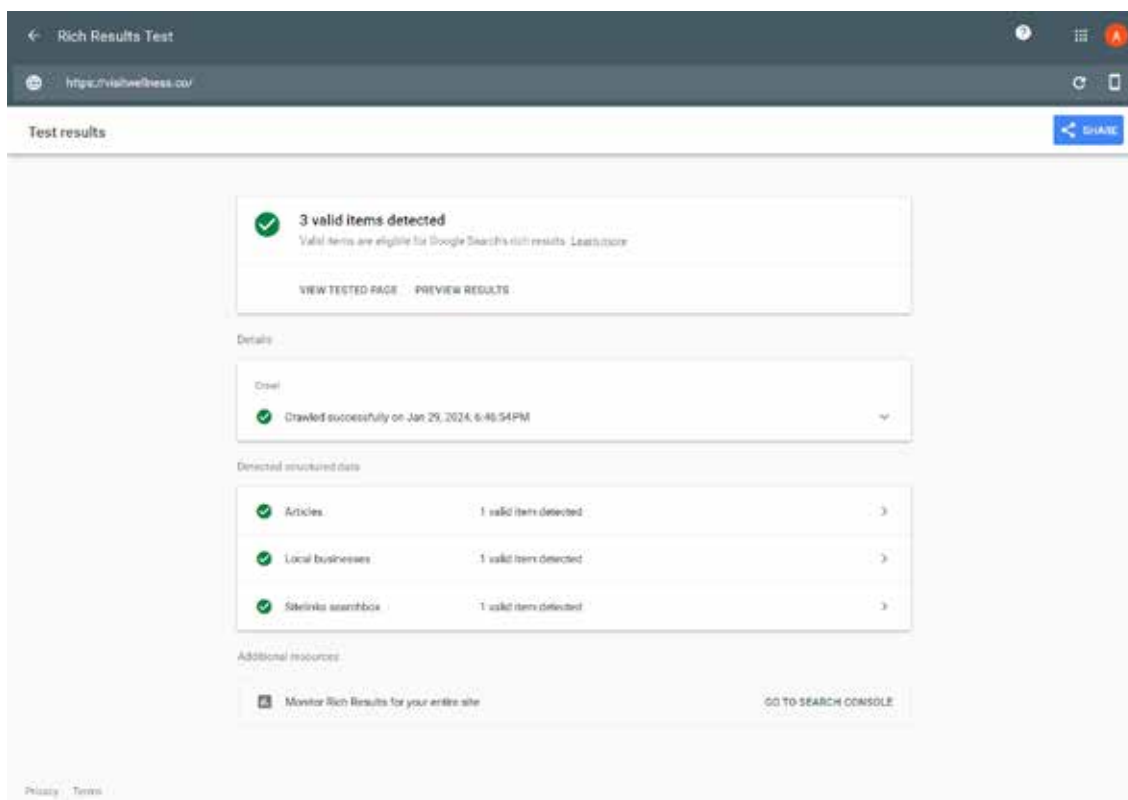
- Update the meta title and descriptions with keywords that have search volume
- Create SEO-friendly URLs
- Optimize heading tags
- Images below 1 MB in size
- Add Alt Text to all images
- Submit the sitemap to Webmasters for crawling Design a robot.txt file
- Set up Open Graph



Update the meta title and descriptions with keywords that have search volume

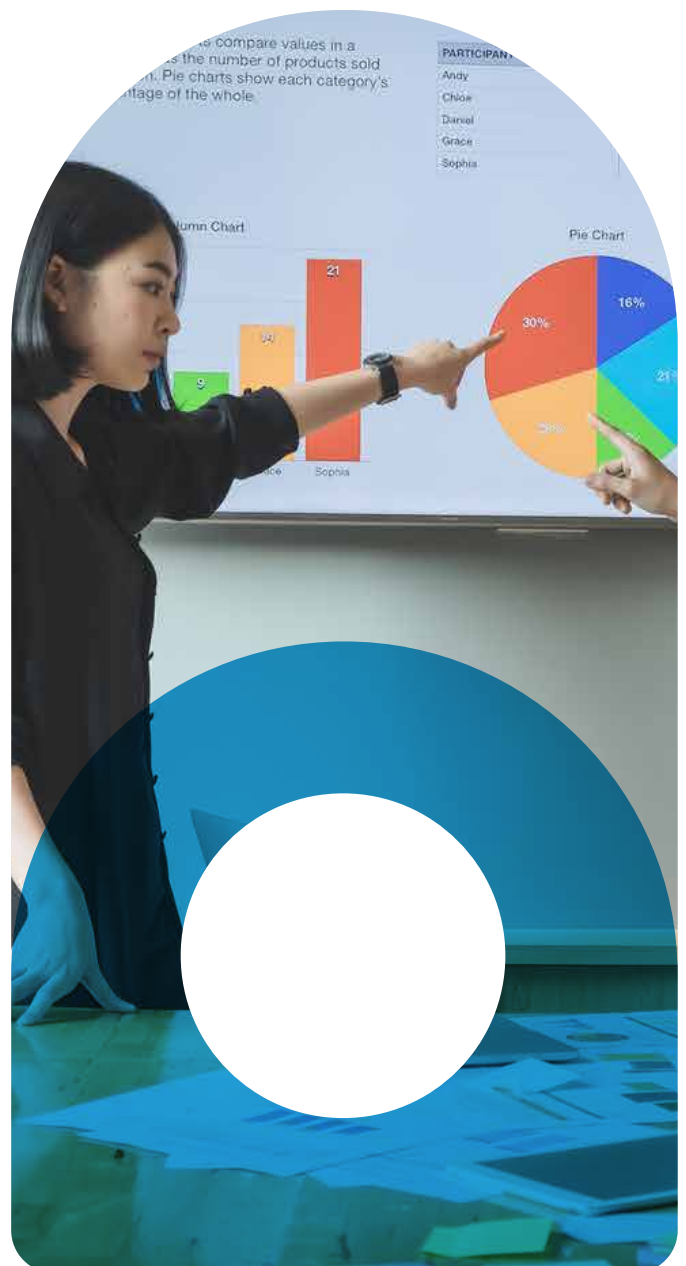
Schema MARKUP

Incorporating local schema markup made it easier for search engines to understand Wellness Co.'s local business information, improving their visibility in local search results. This directly benefited their website's SEO and helped potential customers find them more effectively.



Growth99 continued to monitor progress after making these technical improvements by doing the following:

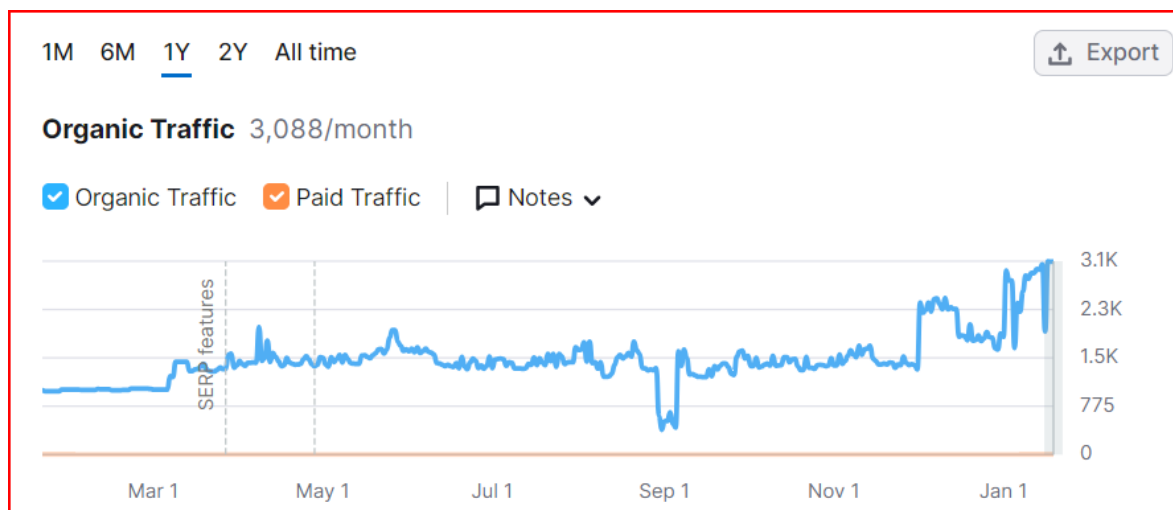
- Verifying that the image alt tags on all website pages are appropriately optimized.
- Ensuring that relevant keywords properly optimize the content and check for the correct keyword density.
- Monitoring which content is performing better compared to that of competitors.
- Creating backlinks for the website to enhance the ranking and increase traffic.
- Developing and publishing blogs related to the services. Blogs serve the dual purpose of answering common questions, engaging customers, and fostering a website that Google more favorably ranks.



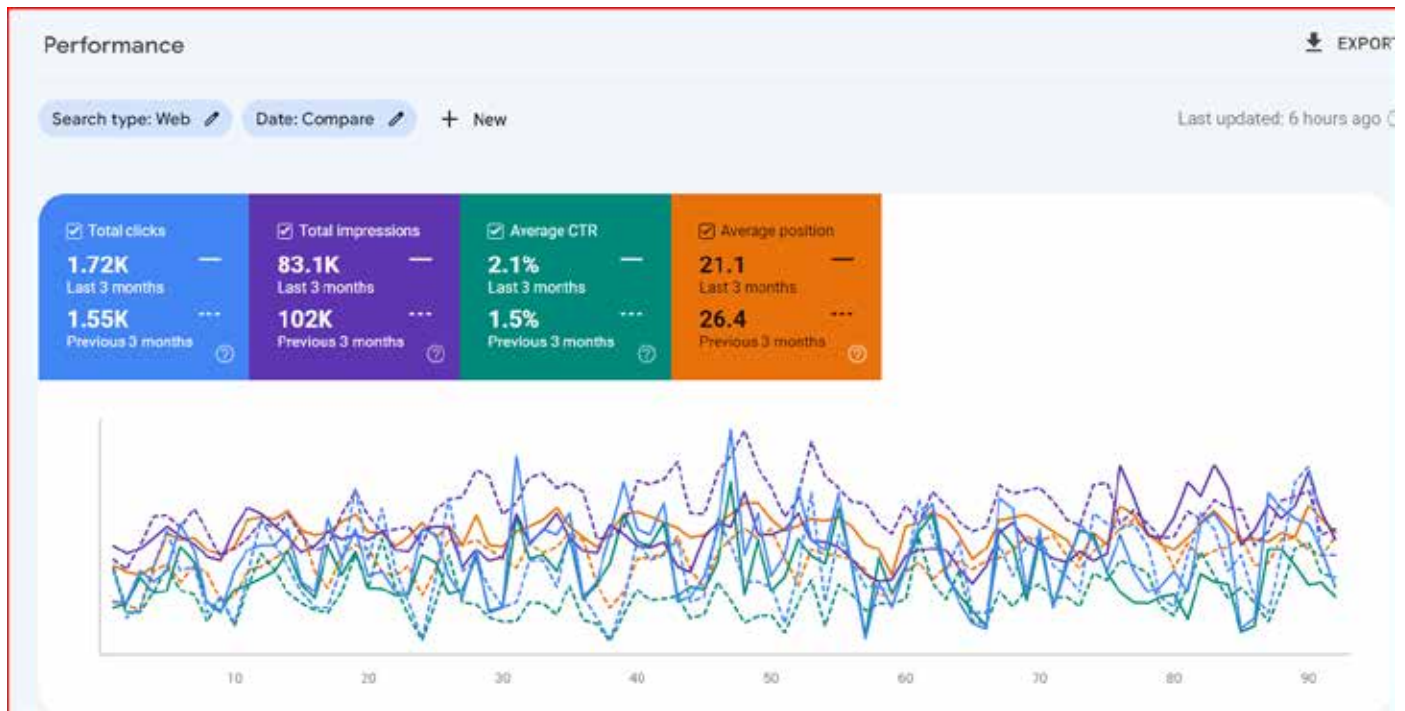
The RESULTS:

Organic Traffic Improvements

The organic traffic continued to grow and increased simultaneously.

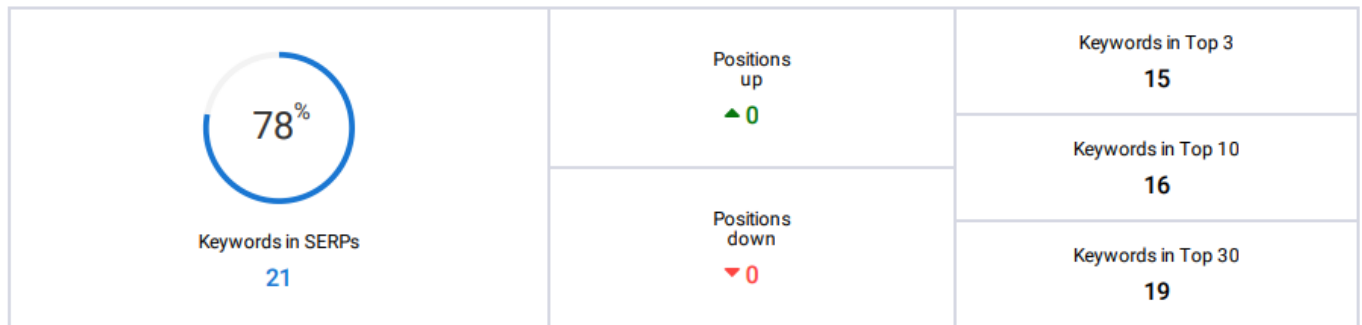


Below is the organic traffic comparison report for the last 3 months (Nov 2023 – Jan 2024) compared with Aug 2023 – Oct 2023.



Current Ranking

Rankings data



Fifteen keywords are in the top 3 for them.

Keyword	Results	Baseline
Botox Zeeland MI	442K	1
Dermal fillers Zeeland MI	N/A	1
Cosmetic injections Zeeland MI	1.2M	1
Skin rejuvenation Zeeland MI	38	1
Anti-aging treatments Zeeland MI	N/A	1
Medical spa Zeeland MI	2M	1
Facial aesthetics Zeeland MI	N/A	1
Laser therapy Zeeland MI	701K	1
Wellness clinic Zeeland MI	549K	1
Holistic health Zeeland MI	N/A	1

Medspa Zeeland MI	N/A	1
Medical Spa Zeeland MI	1.6M	1
Best Med Spa Zeeland MI	2.6M	1
Best Medical Spa Zeeland MI	1.5M	1



**THANK
YOU :))**