

Case Study-SEO



Business Case : Better Living Health

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Toronto's Health & Nutrition Choice

- Products**
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 - Iridology
 - Blood Typing
 - Ion Cleanse
- Wellness Resources**
 - Consultations
 - Research & Articles
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Healthier Living, Naturally

Request Information

Name*

Phone*

Email*

Case Study-SEO



Business Case : Better Living Health

BetterLiving was looking to increase traffic in store for product sales and consultation bookings. The goal was to drive targeted local traffic from the Toronto Area to their site and generate leads and interest.

After careful analysis a specific set of keywords were selected , and the SEO was started for the client's site.

Reports were provided every 15 days and ongoing campaign reviews discussed via phone and email with a dedicated account manager.

Existing traffic was being taken by competitor Health Stores in the Toronto area.

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Rankings

Before



Search Engine Ranking Report

URL: <http://www.betterlivingcanada.ca> Date: Wednesday, December 15, 2010

Search Engine Rankings		
Keywords	Google.ca	Yahoo.ca
diet toronto	-	-
Food health stores	-	-
nutrition toronto	-	-
weight loss toronto	-	-
health food store toronto	-	-
Health food stores Toronto	-	-
health store toronto	-	-
herbal toronto	-	-
supplements Toronto	-	-
gluten free stores toronto	-	-
Natural food stores	-	-
Nutrition supplements	-	-
health stores canada	-	-
health food store canada	-	-
natural food stores in toronto	-	-
natural food stores toronto	-	-
Natural food store	-	-
organic food stores toronto	-	-
natural health stores toronto	-	-

Case Study-SEO



Rankings

After



Search Engine Ranking Report

URL:<http://www.betterlivingcanada.ca>

Date:Friday, April 15, 2011

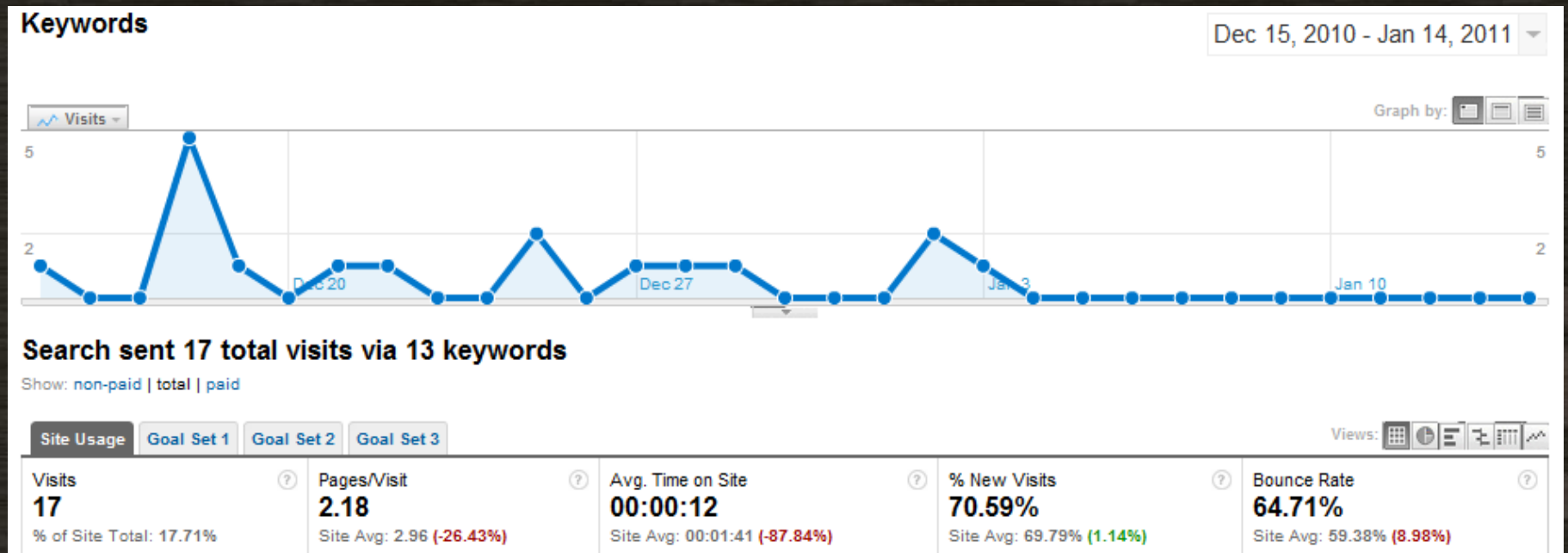
Search Engine Rankings

Keywords	Google.ca	Yahoo/Bing.ca
diet toronto	35 (▲1)	73 (▲93)
Food health stores	4 (▲4)	20
nutrition toronto	15 (▲1)	129
weight loss toronto	104	131
health food store toronto	16	62
Health food stores Toronto	15 (▲4)	56
health store toronto	3 (▲14)	46 (New)
herbal toronto	12	149
supplements Toronto	26 (▲5)	157
gluten free stores toronto	11 (▲3)	15
Natural food stores	14 (▲2)	124
Nutrition supplements	18 (▲3)	-
health stores canada	8 (▲2)	24
health food store canada	7 (▲2)	33 (▲2)
natural food stores in toronto	10 (▲3)	40
natural food stores toronto	4 (▲10)	40
Natural food store	20 (▲4)	129
organic food stores toronto	10 (▲4)	33
natural health stores toronto	7 (▲3)	34

Case Study-SEO

Traffic & Analytics

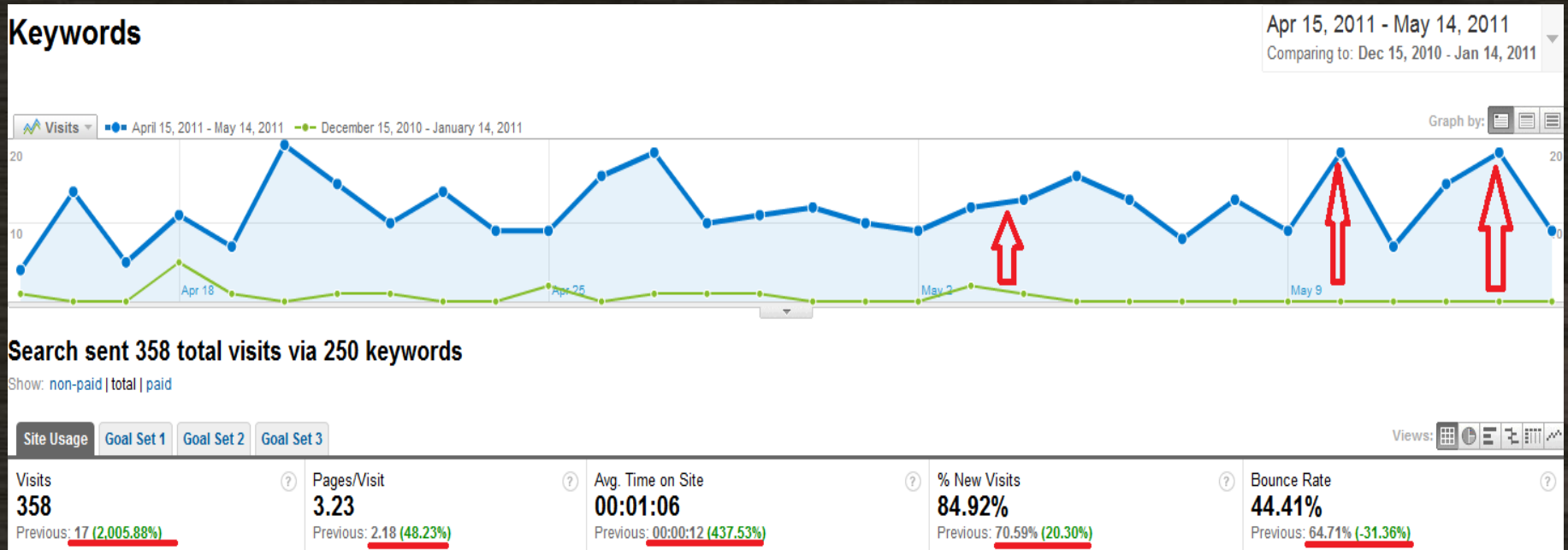
Before



Case Study-SEO

Traffic & Analytics

After



Case Study-SEO



Success & ROI

Results Achieved in 120 days

Average Pages Visited increased by **48.23%**

Average Time on Site increased by **437.53%**

New Visits increased by **20.30%**

Bounce Rate Reduced by **31.36%**

Traffic increase from 17 to 358 → **+341 or 2,005.88%**

Case Study-SEO



Success & ROI

Client was extremely pleased with increase in customers coming into the store, after having viewed the website, as well as phone calls which came in. All calls were tracked and recorded as well as part of our SEO Pro program, allowing them to see just what % of their calls were due to the SEO efforts.

“ Our online presence was practically zero when we started with Mindshark. Within a few short months we started to see all the rankings go up, and we noticed our phones were ringing more. When we asked clients how they heard of us, most were saying they had visited our website and blog. We were very pleased that our investment has resulted in sales and we have increased our SEO package level 3 times now.”

- Danny S. , Owner