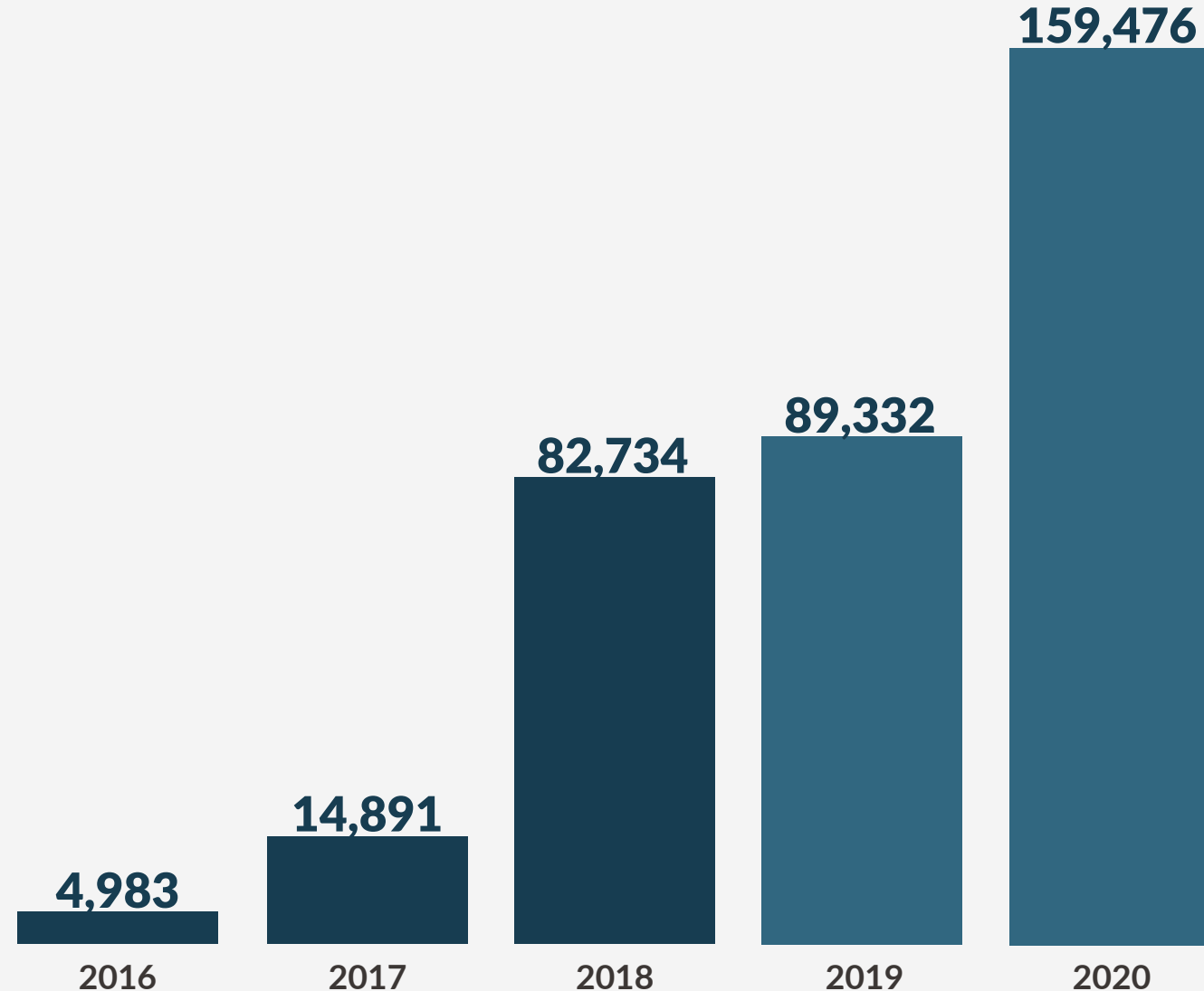


## HOW OUR CLIENT GREW THEIR WEBSITE TRAFFIC FROM 5K USERS - 160K USERS THROUGH BLOGGING & SEO



Our client, a local reflux group specializing in the diagnosis, treatment, and management of GERD and other esophageal conditions, came to us wanting to increase their online presence organically and establish themselves as thought leaders in the reflux and GERD community.

Our approach was simple: set them up with a new website, work out a comprehensive SEO strategy, and build their content from the ground up through blogging.

### WHAT WE DID

**Step #1:** Redesigned a new website

**Step #2:** Did an SEO analysis evaluating their current status, reviewing competitor reports, and identifying our “high opportunity” keywords to target

**Step #3:** Overhauled existing website content and built out additional landing pages based on the keywords we wanted to target

**Step #4:** Implemented a robust blogging strategy to ensure that their site was being updated regularly with fresh, keyword-optimized content

### THE RESULTS

2017

**14,891**

Website Users  
for the year

**17,465**

Website Sessions  
for the year

**28,485**

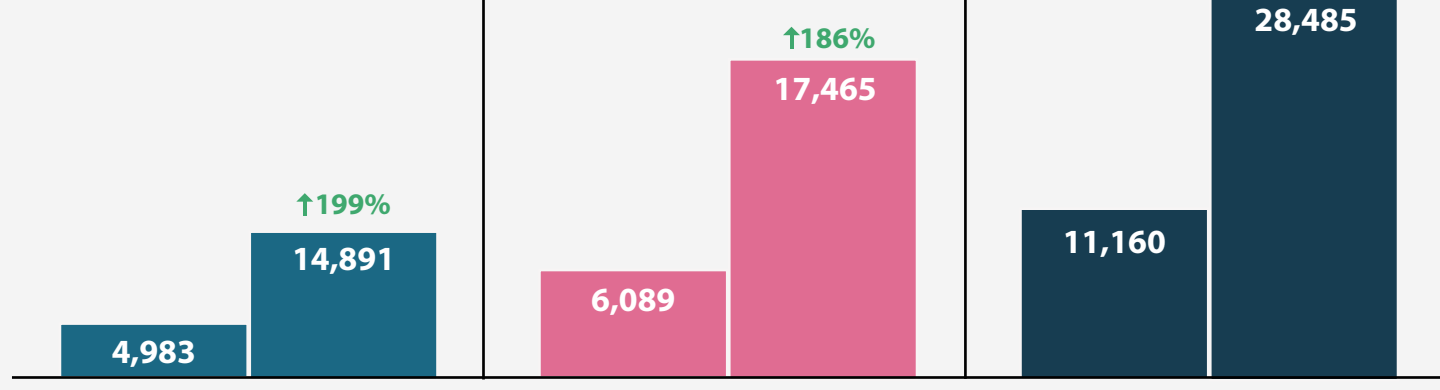
Website Pageviews  
for the year

#### Website Growth

Users

Sessions

Pageviews



2018

**82,734**

Website Users  
for the year

**95,849**

Website Sessions  
for the year

**124,132**

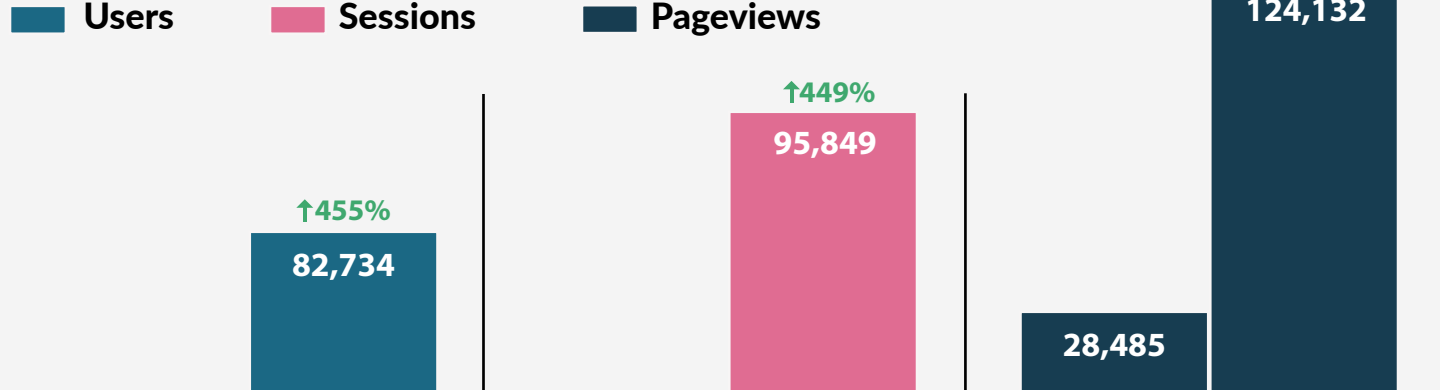
Website Pageviews  
for the year

#### Website Growth

Users

Sessions

Pageviews



\*2019

**89,332**

Website Users  
for the year

**101,618**

Website Sessions  
for the year

**127,271**

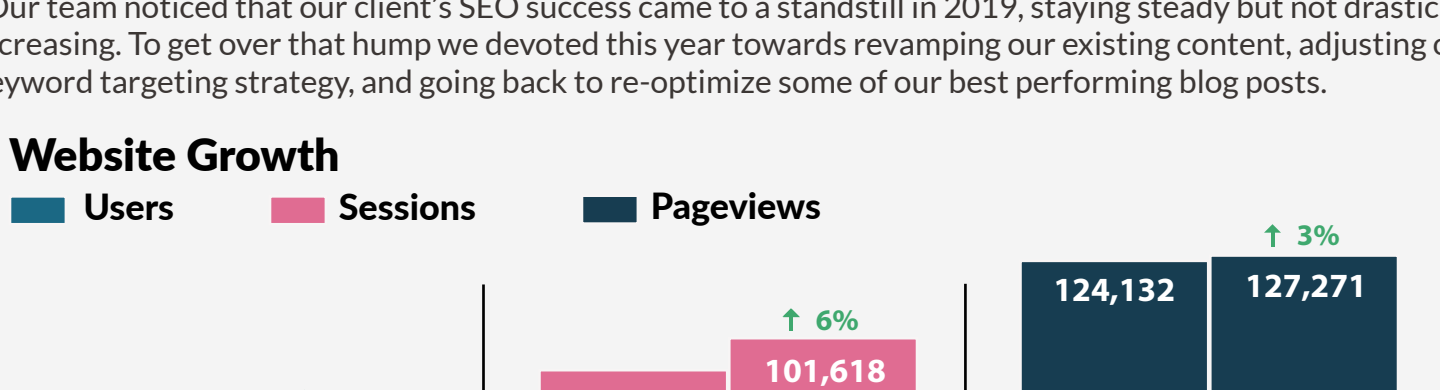
Website Pageviews  
for the year

#### Website Growth

Users

Sessions

Pageviews



\*Our team noticed that our client’s SEO success came to a standstill in 2019, staying steady but not drastically increasing. To get over that hump we devoted this year towards revamping our existing content, adjusting our keyword targeting strategy, and going back to re-optimize some of our best performing blog posts.

2020

**159,476**

Website Users  
for the year

**186,690**

Website Sessions  
for the year

**228,956**

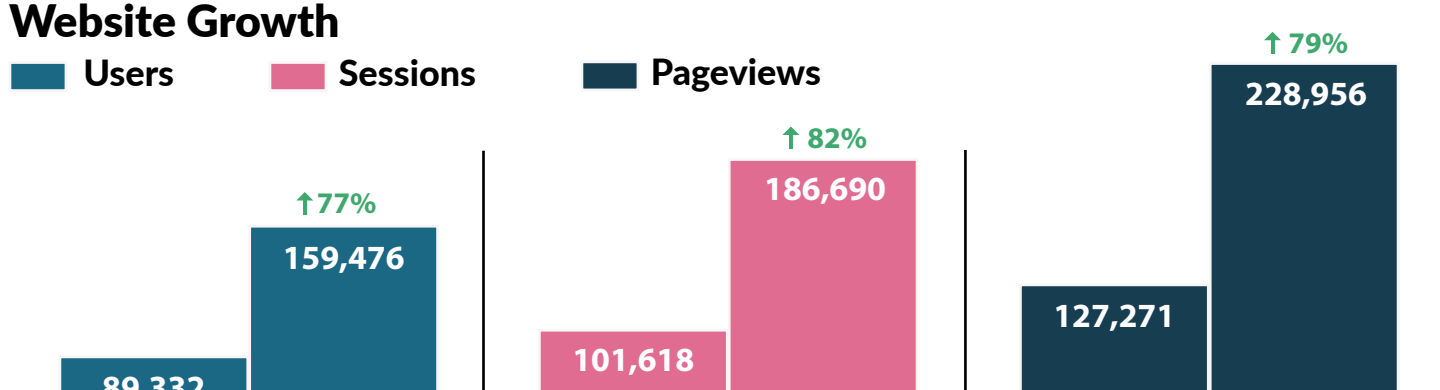
Website Pageviews  
for the year

#### Website Growth

Users

Sessions

Pageviews



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