

Case Study



TIMELESS HEALTH CLINIC
INTEGRATIVE MEDICINE

Case Summary

In early 2019 Timeless Health Clinic was struggling to get organic traffic and was paying hundreds of dollars every month in Google and Facebook ads. Then a national chain opened a similar business in their service area. The client tried to do SEO by themselves but they were penalized for keyword stuffing and were kicked off the first page.

SEO Goals

Timeless Health Clinic came to Crunchy Buzz hoping to get in the top 3 organic positions and on the Google Maps 3-pack for competitive keywords relating to “IV drip therapy Toronto”. At the time, they were averaged at position 8 for such keywords. Their organic traffic was only a small portion of their website traffic, and they hoped this could shift so they could save money on their high ad budget.

Strategic Plan

Crunchy Buzz developed a strategic plan for the brand to reach their goals within 6 months of our SEO service, on a medium-cost plan. Our plan included:

- » Competitor Research
- » Onsite content optimization & technical SEO configuration
- » Monthly Blogging
- » Local & Industry Citations/Directory Listings
- » Infographics & Dynamic Content to share offsite
- » PR To Boost Domain Authority And Company Reputation

Results

Sample Search Term

vitamin drip toronto

Average Monthly Organic Traffic

2,880

Average Time Spent on Site

2:13

Appointments Booked

(15% of organic traffic)

Average Maps Position

#7 → #1