



A LEADING GLOBAL FULL-SERVICE DIGITAL INTERACTIVE MARKETING AGENCY

# CASE STUDY

A comprehensive health center that addresses stubborn weight loss, fatigue, skin issues, and gut discomfort based on specific health concerns.

[eintelligenceweb.com](http://eintelligenceweb.com)

## About Our Client

An Atlanta-based holistic doctor provides comprehensive healthcare solutions to address the root cause of health concerns for patients of all body types to help them feel and look their best to maintain a long-term healthy lifestyle.

## Their Challenges & Our Solutions

Along with a strong emphasis on growth, the client also wanted to increase its organic traffic and boost visibility on search engines.

Team e intelligence proved to be an efficient partner by significantly improving the website ranking, generating traffic to drive more leads, and increasing ROI via organic channels

## Results

- ✓ Increased organic leads from **0 to 211** in a year
- ✓ Improved the website clicks from **57 to 87** (increased by **52.6%** in a month)
- ✓ Improved organic users from **5,939 to 7,150** (increased by **20.39%** in a year)
- ✓ Improved monthly organic sessions from **371 to 504** (increased by **35.85%**)

Default Channel Grouping	Acquisition			Behavior	Conversions <span>All Goals ▾</span>	
	Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Goal Conversion Rate <sup>?</sup>	Goal Completions <sup>?</sup>
	20.39% <span>▲</span> 7,150 vs 5,939	20.02% <span>▲</span> 6,989 vs 5,823	13.35% <span>▲</span> 9,245 vs 8,156	1.13% <span>▲</span> 00:02:06 vs 00:02:05	100.00% <span>▲</span> 2.28% vs 0.00%	100.00% <span>▲</span> 211 vs 0
1. Organic Search						
Apr 1, 2021 - Apr 30, 2022	7,150 (100.00%)	6,989 (100.00%)	9,245 (100.00%)	00:02:06	2.28%	211 (100.00%)
Mar 2, 2020 - Mar 31, 2021	5,939 (100.00%)	5,823 (100.00%)	8,156 (100.00%)	00:02:05	0.00%	0 (0.00%)
<b>% Change</b>	<b>20.39%</b>	<b>20.02%</b>	<b>13.35%</b>	<b>1.13%</b>	<b>∞%</b>	<b>∞%</b>

Default Channel Grouping	Acquisition			Behavior	
	Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>
	31.01% <span>▲</span> 376 vs 287	29.41% <span>▲</span> 352 vs 272	35.85% <span>▲</span> 504 vs 371	7.29% <span>▼</span> 46.23% vs 49.87%	10.99% <span>▲</span> 2.88 vs 2.60
1. Organic Search					
Jan 1, 2023 - Jan 25, 2023	376 (100.00%)	352 (100.00%)	504 (100.00%)	46.23%	2.88
Dec 7, 2022 - Dec 31, 2022	287 (100.00%)	272 (100.00%)	371 (100.00%)	49.87%	2.60
<b>% Change</b>	<b>31.01%</b>	<b>29.41%</b>	<b>35.85%</b>	<b>-7.29%</b>	<b>10.99%</b>

<input checked="" type="checkbox"/> Total clicks <b>87</b> — 1/1/23 - 1/25/23 <b>57</b> --- 12/7/22 - 12/31/22 <span>?</span>	<input checked="" type="checkbox"/> Total impressions <b>6.67K</b> — 1/1/23 - 1/25/23 <b>5.52K</b> --- 12/7/22 - 12/31/22 <span>?</span>	<input checked="" type="checkbox"/> Average CTR <b>1.3%</b> — 1/1/23 - 1/25/23 <b>1%</b> --- 12/7/22 - 12/31/22 <span>?</span>	<input checked="" type="checkbox"/> Average position <b>30.1</b> — 1/1/23 - 1/25/23 <b>32.9</b> --- 12/7/22 - 12/31/22 <span>?</span>
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