



SUCCESS STORY

HOW WE SCALED ORGANIC VISIBILITY FOR A HEALTHCARE PRODUCT BRAND

Impact

ORGANIC USERS

Users increased by
+396.54%

NEW USERS

New users grew by
+433.01%

SESSIONS

Sessions increased by
+373.53%

ENGAGEMENT

Engaged sessions improved
by **+384.19%**

The Client's Story

This project involved a US-based healthcare product company manufacturing and distributing diagnostic testing kits nationwide. With the launch of a new multi-condition testing kit covering RSV, Flu A/B, and COVID-19, the brand aimed to build strong online visibility and awareness in a highly competitive and time-sensitive market. While the product offering was innovative, the website needed a structured SEO approach to reach the right audience and support demand generation at scale.

The Challenge

01

**Low Product
Visibility**

The newly launched product lacked sufficient search visibility across high-intent queries.

02

**Technical SEO
Gaps**

Issues such as 404 errors, slow loading speeds, and unoptimized assets were affecting performance.

03

**Weak Content
Depth**

The website lacked supporting content clusters to build authority and capture informational search demand.

04

**Limited
Engagement Signals**

User interaction levels were low due to performance issues and content gaps.

The Turning Point: Our Partnership

The strategy focused on building a strong SEO foundation while improving technical performance and content depth. Instead of only targeting traffic, the approach was to align visibility, performance, and engagement together to ensure users not only find the website but also interact meaningfully with it.

Keyword & Content Strategy

01

Conducted in-depth keyword research and developed blog clusters to support product discovery and awareness.

Technical SEO Fixes

02

Resolved 404 errors, improved crawlability, and updated robots.txt to ensure better indexing.

Core Web Vitals Optimization

03

Improved page speed by enhancing LCP and converting images to WebP format for faster load times.

On-Page SEO Enhancements

04

Optimized meta tags, headings, and image alt texts to improve relevance and rankings.

SEO Health Improvement

05

Resolved SEMrush-reported issues and significantly improved overall website health score.

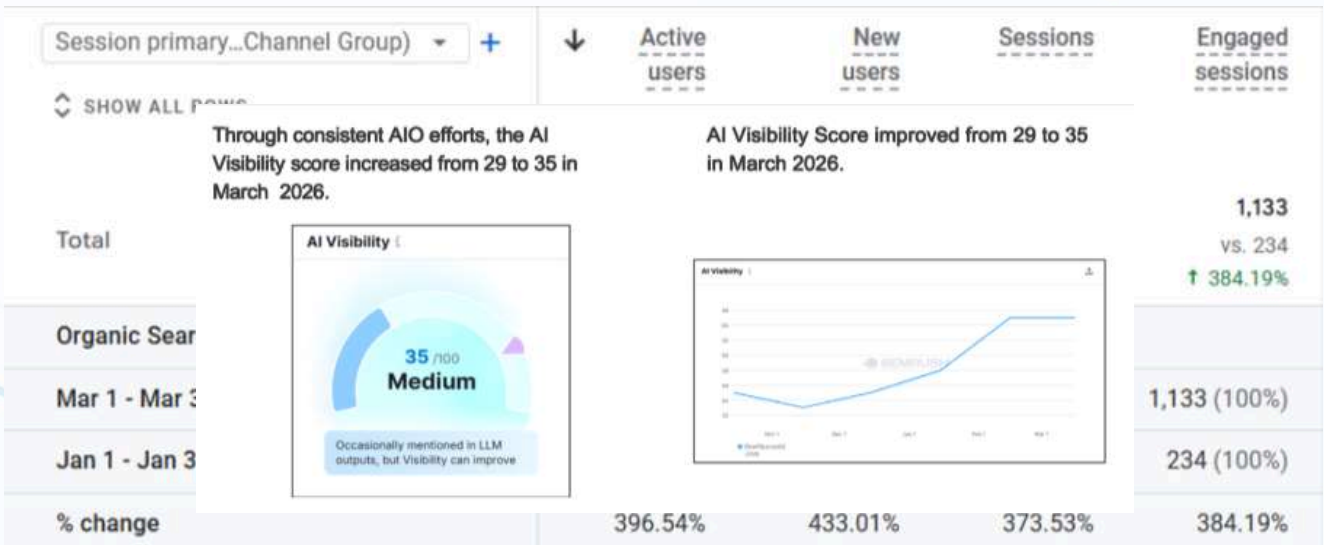
Impact

Within just three months, the website experienced rapid growth across all key performance metrics. Improved technical health, faster load speeds, and a structured content strategy led to stronger visibility and significantly higher user engagement. The combined impact helped the brand establish a solid digital presence for its newly launched product in a competitive healthcare market.

The Results

3 MONTHS OF SEO IMPACT IN NUMBERS

BEFORE	METRICS	AFTER
289	Users	1,435
521	New Users	2,777
374	Sessions	1,771
234	Engaged Sessions	1,133



Client Feedback

"We saw a noticeable improvement in both visibility and user engagement within a short period. The structured approach to SEO and performance optimization made a real difference in how our product is being discovered online."

The Story Continues...

With a strong SEO foundation now in place, the next phase focuses on expanding content reach, building social proof through testimonials, and leveraging platforms like Reddit to capture additional demand and drive further engagement.

Launching a product but struggling with visibility?

Let's build a strategy that gets you to drive real results