

Simply Branded

Web & SEO Case Study

BODY FAT TEST LA

About our client

Body Fat Test LA

Heather Chuan, owner and operator of Body Fat Test LA decided to become a franchisee of Body Fat Test to help others achieve the goals she achieved through hydrostatic testing. Heather partnered with the parent company, Body Fat Test, to launch her own brand, Body Fat Test LA.

She needed to establish her own brand, separate from the parent company, in order to grow her book of business and make a name for herself in the industry. Heather started with an idea and a truck and came to us to help bring her business to fruition.



OVERVIEW

OBJECTIVES

Our client came to us with the goal of creating a brand new website ranking on search engines for specific keywords, and producing content for prospective and current clients.

In addition, we needed to develop a method for clients to digitally sign up for Heather's services since the current method was pen and paper.

The Challenge

CHALLENGE

The challenge presented to us covered an array of marketing areas from web development to growth strategy to driving sales and making processes more efficient. We had the following challenges to resolve:

WEB PRESENCE & SITE TRAFFIC

The client needed a website to display information and funnel clients.

SEO & CONTENT

Over the course of a year, the client needed a content strategy and SEO plan.

The Solution

RESPONSIVE WEBSITE

We built a mobile-friendly website with a strong foundation to continuously deploy SEO tactics

SEO STRATEGY

We created a one-year SEO plan to improve the website's overall SEO and regularly optimized content

MONTHLY SEO

We provided monthly SEO which included high-quality blog content

DIGITAL CALENDAR

We created a calendar system to integrate with all client services and events

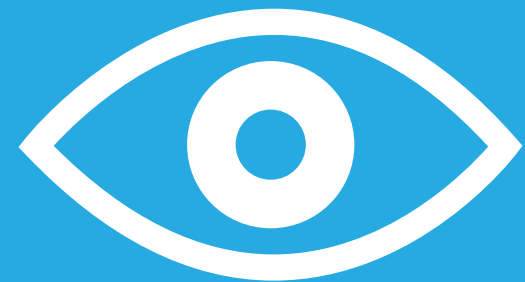
A decorative header featuring several colorful balloons (purple, green, pink) and scattered confetti (yellow, purple, green) against a blue background. A large green circle is partially visible on the left side of the page.

Our Goal to Increase **Visibility** was a Tremendous Success!

Our client was able to rank **1st on Google** well above all of her competitors.

+79.5k

Increase in Impressions



In just one year, we increased traffic and impressions to the website from 0 to over 79.5K.

Ranked #1

Ranking 1st on Google for Keyword



Because of our thorough SEO strategy and targeted content development, our client's site ranks first for her strategic keywords.




+ 1,384.34%

Increase in Sales



After setting up a responsive website, executing one year of our SEO strategy, and releasing content through blogs and email, we saw an increase in paying clients via our custom event sign-up platform. This excelled our client's business and automated the previously tedious scheduling & payment process.





Contact Us

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TOGETHER