



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 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 in the Los Angeles area.

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.



## **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 sign up for Heather's services online since the current method was pen and paper.



## CHALLENGE

The challenge presented to us covered an array of marketing areas from web development and 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 business information and funnel new clients.

### SEO & CONTENT

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



## **RESPONSIVE WEBSITE**

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

## **MONTHLY SEO**

We engaged in strategic monthly SEO services to maximize visibility.

## **SEO STRATEGY**

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

## **DIGITAL CALENDAR**

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

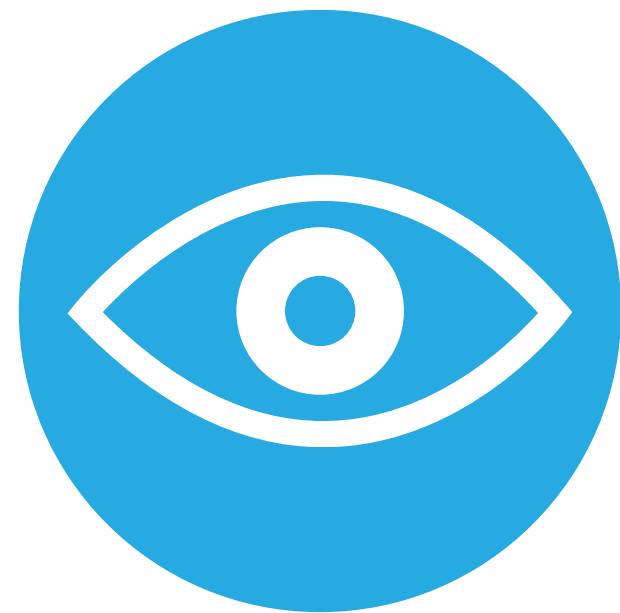


# Our Goal to Increase **Visibility** on Google was a **Success!**

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

# +79.5k

## Increase in Site Traffic



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

# Ranked #1

## Ranking 1st on Google for Keyword



Because of our SEO strategy and targeted organic campaigns, 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 marketing, we saw an increase in paying clients via our custom event sign-up platform. This propelled our client's business and automated the previously tedious scheduling & payment process.

# CONTACT US

## WEBSITE

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TOGETHER**