

SEO: THE CLIMB TOWARD THE TOP

MAYA BACH
REGISTERED DIETITIAN NUTRITIONIST



AT-A-GLANCE



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DIETITIAN NUTRITIONIST

When Maya and Digitally Enhanced crossed paths, Maya was already a powerhouse who created a successful business and served exceptionally busy women in the Chicago market.

That said, she knew she could do more. She could help more women achieve their health and weight loss goals they deeply desired...if only they could find her.

During our first conversations about Maya's business goals, it was evident that her first steps needed to be a solid SEO (search engine optimization) plan bolstered by a cross-channel content plan.

+110%

DOMAIN AUTHORITY

How Google measure's a site's credibility and subject matter expertise; an increase in domain authority tends to parallel a traffic increase

27%

TRAFFIC INCREASE

Steady increase in organic visitors to find and click through to Maya's site from Google

+4

SPOTS CLIMBED

Upward movement of search terms that supported a new business arm launched simultaneously with the SEO program

THE CHALLENGE

Maya's needs were multifaceted. Her ideal clients were already strapped for time so getting them to stop and set up a discovery call was an uphill battle.

Beyond that, shortly after signing, Maya and her family decided to move, which meant she had to build her presence in a new market, continue to grow her Chicago standing and foray into virtual services.



THE SOLUTION

Digitally Enhanced immediately ran diagnostics to understand the business' baseline and set goals.

From there, we devised a comprehensive SEO strategy to increase her search page ranking, boost domain authority, generate more traffic to the website and ultimately achieve her growth and revenue goals.

To support those efforts, we also crafted and executed a content strategy that proved her expertise.



THE REACTION



As a dietitian and business owner, I needed someone to help me take my business to the next level so I decided to invest in a professional. I've seen increased traffic on my site and have a much better idea of how, when and what I need to be posting/doing in order to make my business thrive.

-Maya Bach, MPH, RDN