



Case Study – Pure Hope Weight Loss

Project Timeline: June 1, 2025 – July 31, 2025

Services Provided: SEO (Technical, On-Page, Off-Page), Website Creation, Social Media Branding, Graphic Design

Platform Used: WordPress + SEO Tools + Google Search Console & Analytics



Project Overview

Pure Hope Weight Loss partnered with us to establish a **high-performing website** and build **organic visibility** on search engines. The focus was on creating a modern, optimized website and implementing technical, on-page, and off-page SEO strategies to attract organic traffic. Social media presence and branding were also initiated with post creation and graphic design support.



Month-by-Month Results

♦ Month 1 – June 2025

Google Search Console Performance:

- Clicks: **26**
- Impressions: **546**
- Top Traffic Page: Home Page

Website Metrics:

- DA: **1**
- Spam Score: **1**

Key Actions Taken:

- **Technical SEO Setup:** Google Analytics, Google Tag Manager, Search Console, Sitemap, Robots.txt, Canonical setup
- **Website Development:** Installed WordPress, theme setup, created header & footer, built core pages (Home, About, Services, Packages, Contact)
- **Page Optimizations:** Added FAQs, created meta titles & descriptions, optimized content for SEO readability
- **Content Development:** Keyword-focused titles and descriptions implemented on all major pages
- **Social Media Support:** Created header graphics and post designs to align branding across channels

◆ Month 2 – July 2025

Google Search Console Performance:

- Clicks: **41** (vs. 31 last month) ↑
- Impressions: Continued growth
- Top Traffic Page: Home Page

Website Metrics:

- DA: **1** → **6** (+5)
- Spam Score: **1**

Key Actions Taken:

- **Website Expansion & Refinements:**
 - Added & revised service pages (Weight Loss, Gut Health, Detox Plans)
 - Added new sections & pricing tables to services

- Created About, Disclaimer, and Privacy Policy pages
- Fixed responsive issues & optimized design for mobile
- Changed all "Learn More" CTAs → "Book Now" for conversions
- **SEO Implementation:**
 - Conducted competitor & keyword analysis
 - Added Meta Titles & Descriptions for all **14 pages**
 - Added internal & external links for authority & navigation
 - Performed ADA compliance & page optimization
 - Optimized images with Alt text
 - Fixed readability (transition words, active voice)
 - Delivered **5 fully SEO-optimized pages + 12 readability-optimized pages**
- **Technical Enhancements:**
 - Created Sitemap, Robots.txt & linked in Search Console
 - Configured GTM tags, triggers & variables
 - Improved website speed & performance
- **Off-Page SEO:**
 - Guest posting strategy initiated
 - Directory submissions and reputation signals
- **Social Media & Branding:**
 - Designed branded graphics for posts
 - Scheduled posts for consistency

🎯 Goals & KPIs

- **SEO Growth:** Increase organic search clicks & impressions → Achieved (26 → 41 clicks in 2 months)
- **Domain Authority:** Build site authority via off-page SEO → Achieved (DA 1 → 6)
- **Website Launch:** Fully built and optimized responsive WordPress website → Achieved
- **Social Media:** Established consistent branding through graphics & scheduled posts → Achieved

✓ Summary of Achievements in 2 Months

- Fully designed, responsive WordPress website created and optimized
- Technical SEO foundation completed (Analytics, Tag Manager, Sitemap, Robots.txt, Canonicals)
- Domain Authority grew significantly (DA 1 → 6)
- Organic search traffic increased steadily (26 → 41 clicks in 2 months)
- On-page SEO and readability optimization implemented across all pages
- Off-page SEO initiated (guest posts, directory submissions)
- Social media graphics & post scheduling completed