

Women's Wellness: Back From the Brink of SEO Destruction and Surging to Success



EZZEY

Table of Contents

The Problem 3

How We Solved the Problem 4

The Technical Expertise 5

The Results 6



The Problem

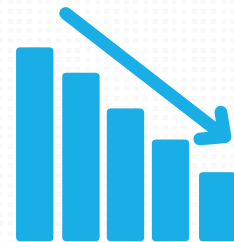
When Dr. Brady at the Women's Wellness Institute of Dallas came to us, her website's SEO performance had taken a dramatic turn for the worse. She'd recently launched a new site – a move designed to help her business but one that ultimately ended up wreaking havoc on the site's SEO.

Why? The main issue was a lack of redirects of the redirects. This is just one major mistake made by companies when they unknowingly choose web developers who don't have marketing prowess and, particularly, SEO expertise.

The previous company moved the WordPress redirects to the new site but failed to move the redirects from the previous web developer. These files were up to 10 years old, and moving them and deleting the backups created a nightmare situation in which Dr. Brady had lost 90% of her revenue over the course of 12 months. She felt powerless and unsure of how to remedy the situation.

This is where we came in.

Dr. Brady had lost 90% of her revenue over the course of 12 months.



How We Solved the Problem

Our technical expertise allowed us to resurrect her entire link portfolio and build a significantly more successful site, but the foundation of our success came from first building a relationship.



THE FOUNDATION OF TRUST

It started with a phone call. Dr. Brady initially reached out asking us for help with her social media after she found us online through our expertise in the medical arena. Through that process and engagement, we built a relationship of trust, respect, and collaboration. That relationship laid the groundwork for Dr. Brady to confide in us about her overall business decline. In asking many questions and getting under the hood, we discovered significant SEO performance issues and asked whether she would like us to help remedy the problem. We formed trust by showing what value we could provide and then delivering on those promises. Beyond that, we took the time to dive into necessary and helpful education.



Our technical expertise allowed us to resurrect her entire link portfolio and build a significantly more successful site, but the foundation of our success came from first building a relationship.

THE TECHNICAL EXPERTISE

Solving the problem clearly required trust and expertise, though. First, we dug into the errors we were seeing on her site and started sharing technical information, taking the time to educate her about what had happened. Again: building trust. We then laid out a full marketing plan with ROI and projections, explaining why the plan was realistic and what exactly we would do to deliver on our promises.

This was key because we don't take on projects that we know we can't win. We don't operate as a black box. Everything we do is rooted in proven methodologies, and the projections we offer are based on real data to ensure that we leave as little as possible up to chance. Specifically, we have an ROI calculator based on decades of experience that equips us to make the most accurate predictions.



Everything we do is rooted in proven methodologies, and the projections we offer are based on real data to ensure that we leave as little as possible up to chance.

We also mixed SEO and PPC efforts alongside social media. When we began the work, 90% of Dr. Brady's leads came from PPC and 10% from SEO. Doing both allowed us to show a huge efficiency increase in PPC more quickly and save thousands of dollars in ad spend while taking the necessary time to fix SEO.

We also focused on transparency, education, and communication. Our team ensured that Dr. Brady was educated on our process and dashboards, which provide visibility into the data we're collecting and using and makes that data easy to understand. Further, we communicated milestones and whether we were hitting projections, constantly measuring the success of our initiative.

The Results

Today, Dr. Brady's business is more successful than it has ever been. Her site gets **over 25,000 unique visitors each month**, and she is expanding. We are now building an e-commerce store as we have worked with her in developing her own product line to help produce ongoing passive income. Her businesses are now **six times larger**, and she has hired more staff to support scaling and operations.

Dr. Brady finally feels in control. Having insight into what's going on with her site and business is empowering, especially because those insights are backed by data. She now knows what to look for in her site and SEO efforts and the value of a multichannel approach.

Today, Dr. Brady's business is more successful than it's ever been. Her site gets **over 25,000 unique visitors each month**, and she is expanding.



Our collaboration continues. We've grown the relationship beyond social media efforts and SEO work and now consult regularly about how she can continue to expand her business in specific ways to create more leveraged revenue – ideas ranging from hiring more nurse practitioners to do nonsurgical procedures to opening a medical spa to creating her own product line and e-commerce store.

This success story embodies everything we believe in at Ezzey and the ways in which we ensure that our partnerships are successful. By marrying a foundation of trust and consultation and harnessing our technical expertise, we build relationships that last and grow as our clients' businesses grow, too.

Ross Denny is president and co-founder of Ezzey, a digital marketing agency based in Scottsdale, Arizona. After starting a side company in 1994, he left his executive role at General Electric, then a Fortune 5 company, and became a serial entrepreneur as a founder and/or partner in 10 startups generating over \$2 billion in sales, with three successful exits.