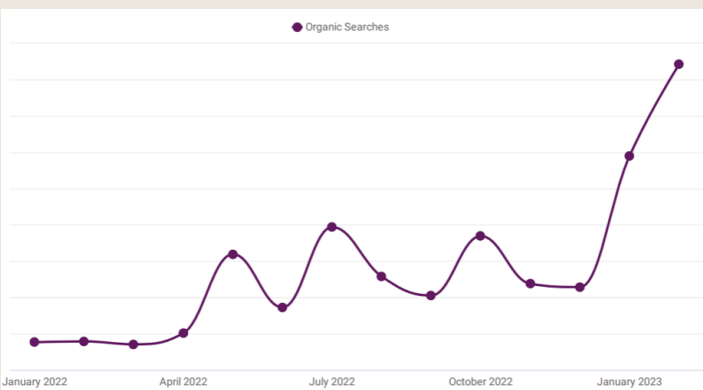




## SEO CASE STUDY

Lodestar Marketing Group provided SEO best practices for a supplement company resulting in a significant increase in organic traffic within 12 months.

### RESULTS



**650% INCREASE IN MONTHLY ORGANIC SEARCH TRAFFIC OVER 12 MONTHS.**



"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

**SARAH SCHWITTERS**  
Lodestar Marketing Group

### INTRODUCTION

This newly launched supplement company was not found on the search engines for their brand or product types. Lodestar Marketing Group developed a comprehensive SEO Strategy to help the company rank on its brand and important keywords.

### PROBLEM

Growing an organic traffic presence is difficult for many companies as they are starting out. Determining which keywords drive organic traffic to a given industry and how to capitalize on this search traffic by creating appropriate content is an extensive process. This supplement company was finding that their organic search traffic was not growing to the levels they wanted to reach. For this reason, they decided to pursue a solution that would help increase their organic search traffic.

### SOLUTION

Lodestar Marketing Group developed a comprehensive SEO plan to improve organic traffic. This included evaluating the technical aspects of the website to ensure the search robots could crawl it effectively, understanding how customers are searching for the supplement company, and developing a strategy to reach ranking goals.

This strategy included determining which keywords were most important for this supplement company to focus on and then determining how to increase website content around these terms. As the company began implementing these practices, organic traffic began to increase. There was slow growth initially, and then over time, and with more implementation of the practices, the company saw tremendous growth at a rapid pace, with a 650% increase in monthly traffic growth over 12 months.

### CONCLUSION

Developing and implementing a strategic SEO strategy allowed this supplement company to reach the organic traffic volume they were striving for, which continues to grow nicely. Lodestar Marketing Group is dedicated to finding effective solutions for all our clients to help them reach their marketing goals.