

# Case Study – Rachel Mann PhD

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**Client Name:** Rachel

**Industry:** Services - Shamanism

**Country:** Virginia, USA

**Website:** <https://www.rachelmannphd.com/>

**Website Logo:**



## Client Overview:

Rachel Mann PhD is an innovator in the field of trauma transformation & personal growth, combining her work in shamanic healing & spirituality, mind-body medicine, soul-and spirit informed psychodrama, and transpersonal education. She is a social scientist and academic who made a radical career shift in her mid-40s to leave her full-time, tenured faculty position at the University of Virginia to answer the calling to be a shamanic healer, mentor & teacher and a Sacred Activist for Peacemaking.

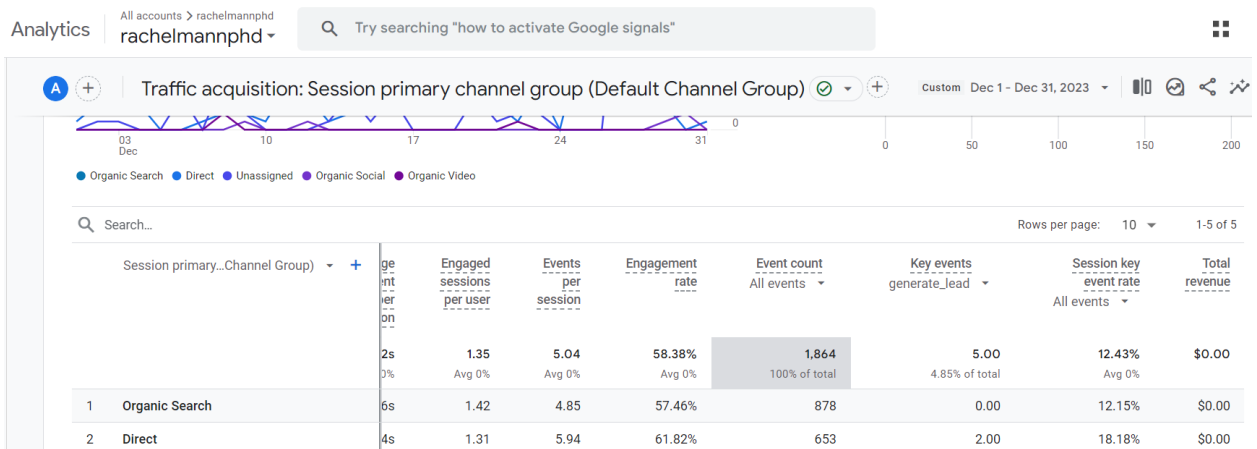
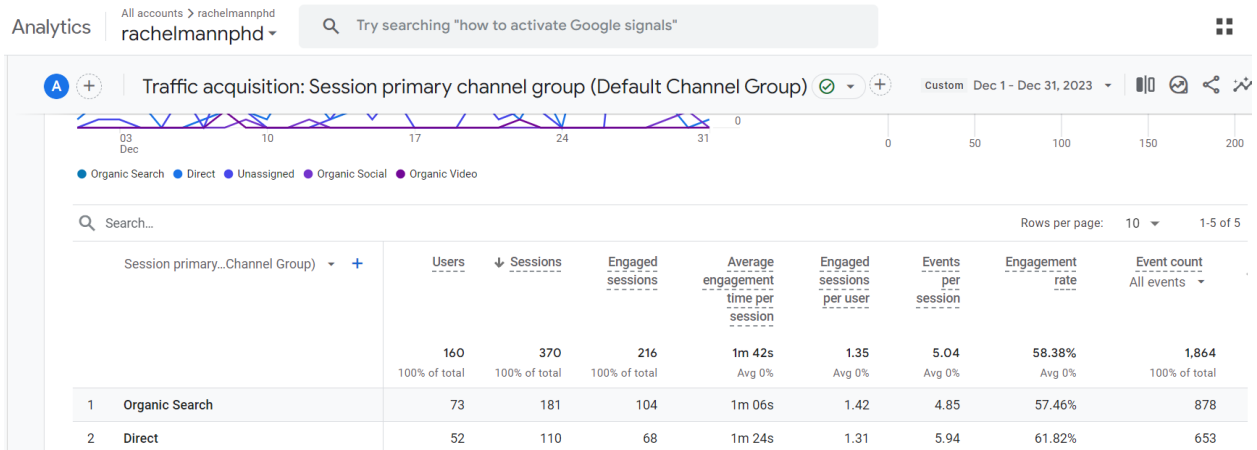
## Project Scope:

- 1. Content Revamping:** Performed a comprehensive website audit to spot usability issues, technical glitches, and navigation problems. Revamped the UI/UX of the home page. Redesign

the architecture for better user experience, efficient navigation, and easy access to products. Enhance page speed by optimizing code, compressing images, and using browser caching.

- Online Marketing:** The primary focus of the SEO project for rachelmannphd ways to improve on-page SEO elements, create high-quality content, and implement a comprehensive keyword strategy to enhance the website's ranking and organic traffic.

## Website Analysis Report when Started



## Challenges:

- Intense Competition:**

The client operated in a highly competitive industry with several established competitors and large e-commerce platforms dominating search results.

## 2. Limited Organic Visibility:

The client's website struggled to appear on the first page of search engine results for critical industry-related keywords.

## 3. Lack of On-Page Optimization:

The website lacked proper on-page optimization elements such as meta titles, descriptions, header tags, and keyword-rich content.

## 4. Technical Issues:

The website suffered from slow loading times, broken links, and mobile responsiveness issues, impacting user experience and search rankings.

## 5. Ineffective Content Strategy:

The existing content strategy lacked focus on user intent and failed to address user queries effectively.

## **Elevate Digitally Strategy and Implementation:**

### 1. Keyword Research and Analysis:

Conducted thorough keyword research to identify high-potential keywords with reasonable competition.

Prioritized keywords that aligned with the client's product offerings and user intent.

### 2. On-Page Optimization:

Revamped meta titles and descriptions to be more compelling and keyword-rich.

Implemented header tags (H1, H2, H3) to organize content hierarchy and include targeted keywords.

Optimized product descriptions and category pages with relevant keywords.

### 3. Technical SEO Audit:

Performed a comprehensive technical audit to identify and address issues affecting website performance and crawlability.

Resolved slow loading times, fixed broken links, and improved mobile responsiveness.

#### 4. Content Strategy and Creation:

Developed an engaging and informative blog content plan to address common customer queries and provide value to the audience.

Created high-quality blog posts incorporating long-tail keywords and actionable information.

#### 5. Backlink Strategy:

Identified authoritative websites in the electronics and technology niche for potential backlink opportunities.

Engaged in outreach campaigns to secure relevant and quality backlinks to the client's website.

#### 6. Regular Blogging:

A consistent blogging strategy was implemented, aiming to publish 10-15 well-researched and informative blog posts each month.

These blog posts covered a variety of topics related to industrial equipment, maintenance tips, industry trends, and customer stories, establishing Rachelmannphd as an authority in its niche.

#### 7. Keyword Research:

A comprehensive keyword research was conducted to identify high-value, relevant keywords that aligned with Rachelmannphd's products and target audience.

We categorized keywords based on search intent, competitiveness, and relevance to the products offered.

### Results:

After 6 months of dedicated efforts and strategic implementation, the results achieved were significant:

#### Traffic Growth:

Month-on-month organic traffic increased by an average of 317.28%, indicating the successful impact of the SEO strategies implemented.

#### Keyword Rankings:

All targeted keywords experienced a significant improvement in rankings, with most of them achieving positions within the top 10 search results.

## Content Impact:

The enhanced product descriptions and blog posts not only contributed to better search visibility but also engaged and educated the website's visitors, leading to longer on-site durations and reduced bounce rates.

## Brand Authority:

The regular publication of informative blog posts positioned rachelmannphd as an industry thought leader, fostering trust and credibility among its target audience.

## Current Analysis Report

Analytics | All accounts > rachelmannphd | rachelmannphd | Try searching "how to activate Google signals"

Traffic acquisition: Session primary channel group (Default Channel Group) | Custom | Jun 1 - Jun 30, 2024

Session primary...Channel Group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count
	1,161 100% of total	1,543 100% of total	1,434 100% of total	50s Avg 0%	1.24 Avg 0%	4.33 Avg 0%	92.94% Avg 0%	6,674 100% of total
1 Paid Search	741	864	816	32s	1.10	3.69	94.44%	3,192
2 Organic Search	225	371	337	1m 38s	1.50	5.54	90.84%	2,054
3 Direct	160	209	192	32s	1.20	4.83	91.87%	1,009

Analytics | All accounts > rachelmannphd | rachelmannphd | Try searching "how to activate Google signals"

Traffic acquisition: Session primary channel group (Default Channel Group) | Custom | Jun 1 - Jun 30, 2024

Session primary...Channel Group	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Key events contant_us	Session key event rate	Total revenue
	50s Avg 0%	1.24 Avg 0%	4.33 Avg 0%	92.94% Avg 0%	6,674 100% of total	33.00 1.3% of total	92.48% Avg 0%	\$0.00
1 Paid Search	32s	1.10	3.69	94.44%	3,192	0.00	94.21%	\$0.00
2 Organic Search	1m 38s	1.50	5.54	90.84%	2,054	13.00	89.76%	\$0.00
3 Direct	32s	1.20	4.83	91.87%	1,009	18.00	91.39%	\$0.00

Check the Comparison Report Below:

Parameter	Before (Dec 2023)	After (June 2024)	% Growth
Total Users	370	1,543	317.027%
Keywords Visibility (Keywords Count)	2	26	1200%
Leads	5	33	560%

**Budget Planning:**

Budget	Up to 50K USD
Organic Marketing	50%
Guest Posting	30%
Content Writing	20%

**Conclusion:**

The SEO project for Rachelmannphd demonstrated the effectiveness of a well-rounded approach that includes on-page optimization, content creation, and consistent blog posting. The remarkable increase in organic traffic and keyword rankings underscored the success of the strategies employed. By establishing a strong online presence, Rachelmannphd solidified its position as a leading player in the industrial equipment market, ultimately boosting its sales and revenue.

**Team Structure:**

