

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
- o 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