

Website Relaunch

Search-Engine Optimization



JLB Digital Consulting

B2B Nutritional Supplements Website

Search-Engine Optimization (SEO) best-practice implementation and setup of analytics tools during a website relaunch, leading to strong and measurable SEO improvements.

Executive Summary

I was referred to the client to consult on SEO and analytics best practices as a client worked to do a complete rebranding and relaunch of their website. **Working with the team, we improved Organic Search traffic by 113.04%.**

The Client

The client is a leading contract manufacturer for dietary supplements worldwide, providing services that guide their B2B clients from the sales process through manufacturing. They selected me to work with them from a referral that cited my previous successes in improving SEO within the B2B space.

Challenges

The former website was extremely basic. No SEO elements were in place, and very little of the original content was usable.

Additionally, analytics tools were not installed and would need to be set up from scratch.

My Solutions

I collaborated with the client's brand, design and development teams for the following outcomes:

- Connected the team with an experienced content strategist that could help shape the new site's brand voice and messaging while creating SEO-savvy content.
- Set up and fully configured Google Analytics, Google Search Console, Bing Webmaster Tools, and Google Tag Manager.
- Reviewed each page to make SEO recommendations as well as recommendations related to the site's information architecture, conversion rate optimization, and user experience.
- Created keyword research, SEO metadata, social media markup (Open graph and Twittercards, and custom JSON-LD schema markup for each page of the website.
- Collaborated with the client's development team pre- and post-

launch to review and optimize the site's technical SEO

- Provided a post-launch traffic and conversions report on the success of the project.
- Analyzed the website's link profile and provided recommendations for ongoing link building, as well as low-hanging fruit for links from current owned assets.

Return on Investment and Future Plans

Almost three months after the site launch, the website is showing excellent improvement in organic search traffic:

- Compared to the previous period, monthly **Organic Search traffic has increased by 113.04%**
- The **bounce rate from Organic Search visitors improved by 28.59% (39.08% vs 50.25%)**

The website relaunch also positioned the site for successful PPC advertising, which has drastically increased the amount of inbound business from the final website.

Client Testimonial:

Jacques is a fantastic SEO partner! His work is thorough and thoughtful and he has made a massive impact on our business and its digital footprint. Jacques is an SEO genius and we are lucky to learn from him – he makes us better as a team and as an organization.