



CASE STUDY

Remodeling a Small Business Website for Search Engine Success

Introduction

Northern Bridges Recovery is a Twin Cities-based counseling service offering chemical health assessments and substance abuse education to people seeking support or needing to fulfill court-ordered evaluations. What sets Northern Bridges apart is their highly personalized, supportive, and professional care, while addressing each client's needs and minimizing their stress.



Challenge

We often say a website is an organization's digital storefront. That is especially true for small businesses attempting to level the playing field against bigger or more established competition. This was the case for Northern Bridges. Their website served as the primary way to attract new customers. And while they had a solid, aesthetically pleasing website, they struggled to be seen being buried in search results. Having engaged help before with spotty results, they turned to Wild Plum for a full-website inspection. They needed solutions that were affordable, sustainable, and enhanced their unique value in a crowded market.

Solution

Instead of paying their way to the top of search results, the more sustainable approach was to strengthen the website to create a basis of organic growth. Wild Plum conducted a detailed strategy session with Northern Bridges Recovery to identify their business goals, pinpoint what they want to be known for, and identify areas of improvement on their website.

Together, they set the following goals:

- Improve search engine ranking for key industry terms
- Reduce bounce rate, as an indicator their website is attracting the right clientele
- And increase visitor's time on the website by offering clear, helpful, and engaging content

Ultimately leading to:

- Increased website traffic and brand exposure
- Greater call volumes and new client inquiries

From there, Wild Plum began a full analysis of the website, assessing current page content, user experience, the website structure, and backend metadata. Based on the findings, the following improvements were recommended:

- Improve the user experience by updating website structure and navigation, rewriting headlines, adding more information, and revising page layouts and design.
- Maximize search engine keyword use in headlines, page content, and images to earn Northern Bridges Recovery a better search (SEO) position.
- Add missing or improve metadata sitewide to maximize keyword performance, strengthening SEO.
- Take advantage of excellent customer reviews by adding testimonials to the website.
- Replace the rarely updated blog page with a Frequently Ask Questions page to better educate, inform, and support potential clients as well as improve SEO performance.

Results: Becoming more findable

Upon the relaunch of the website, Wild Plum established a dashboard to track key metrics for the website's performance and conducted monthly reviews with the client to show progress. The data showed it was instantly more reflective of Northern Bridges Recovery's core business services and optimized for better search performance.



The work paid off in the first three months. Early results proved:

Continued, sustainable growth for keyword search results

- Overall, keyword clicks are up 15% and the click-through rate is up 24% over benchmark
- The average Google rank position is up 10% for the most valued keyword
- Content updates and new page additions (FAQ) are driving improvements

Potential clients are finding the website

- Monthly website traffic increased 30% over benchmark
- Unique visits are up 40%
- Page views are up 33%

Growth is coming

- Call volume and new client inquiries are up over previous months

People are finding what they are looking for on the website

- Overall time on the website increased incrementally and time spent on key pages is up 35%
- The website bounce rate has fallen 13% from benchmark

When your website acts as your most important lead-generation tool, it is critical that it is optimized, informative, and user-friendly. Northern Bridges Recovery's website is now working for them and reflective of their mission. Not only are they easier to find, but it's also an invaluable resource for those individuals navigating through a stressful and overwhelming situation. This is how businesses grow.

"The Wild Plum team was a joy to work with. They worked with me the way I want to work with my clients. They took time to understand the problem, walked me through the process step-by-step, and communicated progress. I couldn't be more pleased with the change. I'm really proud to have this website represent me and my business."

Tommy Blass
Owner



Reach out to us at hello@wildplummarketing.com.

We can't wait to work with you.