

SEO Services & Guidance for Health Supplements Company

PROJECT DETAILS

 Digital Strategy

 Feb. 2020 - Ongoing

 \$10,000 to \$49,999

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PROJECT SUMMARY

Asia Web Solution handles the SEO efforts of a health supplement company. Their tasks include researching keywords, optimizing blog content, backlinking, and creating SEO guides for the company.

PROJECT FEEDBACK

The company has seen improved numbers in terms of their KPIs, which include organic traffic, revenue, and domain authority. Thanks to Asia Web Solution's work, they've doubled their average hits in terms of traffic. Moreover, they've been able to learn about SEO practices through the team's help.



The Client

Introduce your business and what you do there.

I'm the digital marketer at Healthy PCOS. Our organization predominantly serves women with conditions by selling them health supplements to hopefully improve their health.

The Challenge

What challenge were you trying to address with Asia Web Solution?

We wanted to gain more traction in organic search. As a result, we hired Asia Web Solution to help us kickstart our efforts and be more accessible on Google.

 Digital Marketer,
Healthy PCOS

 Pharmaceuticals

 1-10 Employees

 Australia

CLIENT RATING

4.5

Overall Score

Quality: 4.5

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

At first, our company didn't do anything with regard to SEO since we focused on social media. When Asia Web Solution came on board, they audited our marketing efforts. After that, they executed a range of services for us such as optimizing our keyword rankings, creating backlinks for certain keywords, and optimizing our blog posts. They also searched for additional keywords that we could target in our industry.

At present, Asia Web Solution provides constant maintenance of our SEO performance. Moreover, part of our business agreement is letting us learn about SEO for the long term. As a result, they've created SOPs and guidelines for SEO. This way, we can also become SEO experts in the future.

What is the team composition?

I work with one person from their team.

How did you come to work with Asia Web Solution?

I found Asia Web Solution on UpWork. What appealed to me in particular about them was the price of their services. I was aiming to get the best bang for my buck, and I felt that I could get the best value for my money by hiring them.

How much have you invested with them?

So far, we've invested around \$27,000, but our whole budget is \$20,000–\$30,000.

What is the status of this engagement?

We started working in February 2020, and the engagement is ongoing.



The Outcome

What evidence can you share that demonstrates the impact of the engagement?

The KPIs we use include backlink volumes, organic traffic, and revenue from organic traffic. For SEO, we check our domain authority every month or quarter, as well as our website's global rank, loading speed, and performance grade. Overall, I have seen improvements in these numbers.

They've fluctuated quite a bit as we compete with other companies in the industry, but we're now averaging about 9,500 hits in organic search, which is nearly double our previous average. Overall, Asia Web Solution's ability to continuously generate quality backlinks with high monthly search volumes has been key to the success of our project.

How did Asia Web Solution perform from a project management standpoint?

The Asia Web Solution team never misses any deadline whenever I want them to do additional tasks on top of SEO and backlink generation. We hold meetings once a week to discuss important weekly items that we need to complete. Overall, their project management is great.



What did you find most impressive about them?

Their passion and attitude toward delivering high-quality work on an ongoing basis are impressive. On top of that, they're interested in improving themselves and what they can achieve in our project — they strive for improvement. We can't ask for more than that.

Moreover, they have a highly positive characteristic and a determination to teach me about SEO. We're doing SEO campaigns on a high level, but they're also helping us know what they're doing. Many companies aren't open to that because we won't be needing their help after a certain point. By contrast, Asia Web Solution is happy to help. I'm truly impressed with this characteristic of theirs.

Are there any areas they could improve?

They should connect more with the customers. Most freelance companies do the required work, but connecting more with customers — not necessarily the business that hired them — would yield improved results.

Do you have any advice for potential customers?

Have constant communication with Asia Web Solutions. Schedule weekly meetings, organize them, and follow through. Apart from that, know what you want before hiring them. They'll help you with the process, especially if you don't understand the market or SEO.

