

HEALTHY GROWTH IN LEADS AND TRAFFIC

ABOUT NAVA HEALTH & VITALITY CENTERS

Nava Health & Vitality Centers provide leading-edge health and overall wellness programs focused on total body wellness. Nava's revolutionary approach to integrative wellness draws from Eastern, Western and alternative methods, while its foundation is grounded in science, and developed from years of clinical experience and proven principles. Nava's goal is to improve health and overall wellness so its clients function, feel and look their best at any age.

STRATEGY

Although Nava takes a holistic approach to total body wellness, keyword research revealed individual services and specific health conditions had the most potential to draw in traffic. Weight loss services, in particular, showed the most opportunity. In an extremely competitive sector, Nava needed to cut through the noise, so Straight North created hyper-local

landing pages to reach consumers looking for weight loss programs near their neighborhoods. We focused on three key markets: Columbia, Maryland; Chevy Chase, Maryland; and Washington, DC. Weight loss wasn't the only traffic driver: Massage therapy, chiropractic, hormone therapy and other services also showed search potential. We followed a similar strategy: Hyper-local landing pages combined with a link outreach campaign to local community organizations, wellness bloggers and healthy living websites.

KEY TACTICS

- Emphasized hyper-local focus of activities in order to outrank stronger, more-established domains.
- Created targeted local landing pages for specific communities.

RESULTS

HEALTHY CONVERSIONS

Our SEO campaign has resulted in an increase in conversion volume of 145.87 percent.

HEALTHY TRAFFIC

Nava's organic website traffic is up 2,947.75 percent since campaign launch.

AMAZING FACT

HEALTHY COVERAGE

Nava's strong local rankings have produced leads from 66 distinct communities in Maryland.

“Straight North came up with a novel strategy and worked hard to make it succeed. We are extremely pleased with the results of our SEO efforts.”

Bill Ward, Director of Marketing and Partnerships
NAVA HEALTH & VITALITY CENTER

NAVA



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(866) 353-3953
www.straightnorth.com