

# Long-tail Focus Equates To Huge Traffic Growth

EDUCATION RESOURCE FOR ENDOCRINE PATIENTS



“Straight North’s SEO work has contributed to an astounding increase in traffic to our website. And, as a long-term client, we have been very pleased with their communication and openness.”

**SHAWINE WESTLING**  
MANAGER OF STRATEGIC PARTNERSHIPS

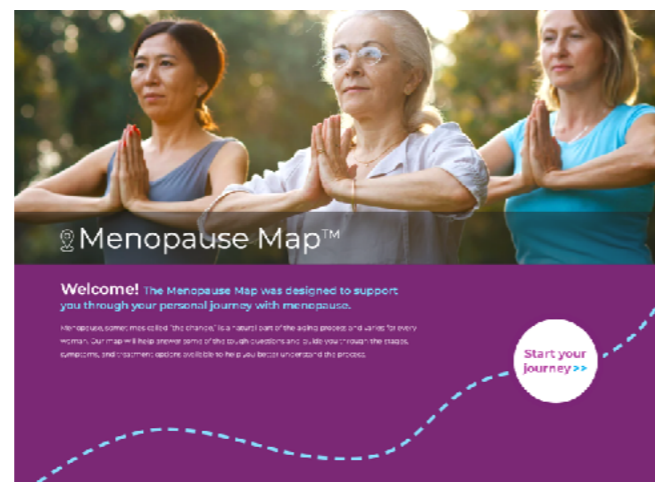
## STRATEGY

Our three-part strategy involved:

- 1) Optimizing all HHN on-site and off-site content
- 2) Adding additional content focused on long-tail keywords
- 3) Leveraging highly relevant tools for link-building to .edu and .org websites

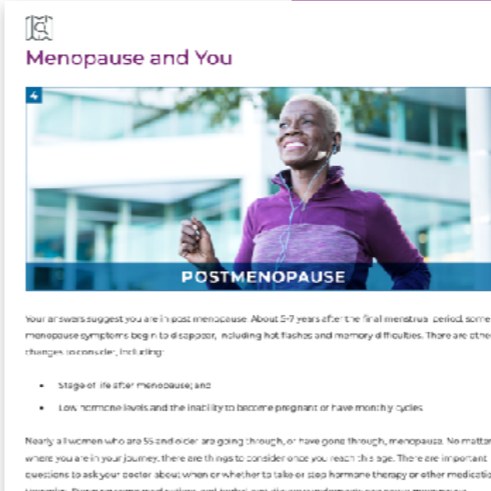
## KEY TACTICS

- ▶ Published and updated long-form highly relevant on-site original content
- ▶ Used HHN’s interactive Menopause Map to acquire highly relevant links



## RESULTS

- ▶ Organic traffic up **2,528%** since campaign launch
- ▶ **First page** Google ranking for thousands of long-tail keywords on the theme of “endocrinologist”
- ▶ **+9,077%** in HHN’s targeted conversion activity



**STRAIGHTNORTH**  
Make every click count.®