Long-tail Focus Equates To Huge Traffic Growth

EDUCATION RESOURCE FOR ENDOCRINE PATIENTS

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

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

KEY TACTICS

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

“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

“We are thrilled to announce that Straight North’s SEO efforts have contributed to a significant increase in traffic to our website. As a long-term client, we have been very pleased with their communication and openness.”

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Menopause Map

Welcome to the Menopause Map. This interactive tool was created to help you understand your menopause journey. Take your first step by clicking on the month where your symptoms began. You can also drag and drop the phases of menopause to their correct order. Remember, this is just a guide. Every woman’s experience is unique.”

Menopause and You

Menopause and You is a unique and comprehensive menopause resource. It provides information and education on the various aspects of menopause, including physical, emotional, and lifestyle changes. The website also offers interactive tools, such as the Menopause Map, to help women navigate their menopause journey. It emphasizes the importance of self-care and preventive measures in managing menopause symptoms. For more information, visit Menopause and You.®

STRAIGHTNORTH

Make every click count.