

Industry: CBD Oil

Objective: Increase website traffic

Client Location: California

Client: *Confidential*

When this client came to me, their traffic had started to go down. I started optimizing their website to increase their traffic in September, and their traffic went up dramatically across the next two months following that

What was done to achieve this result:

- In-depth on page seo and sitewide clean up.
- Technical site speed optimization
 - Properly size images
 - Defer Parsing of JavaScript
 - Enabled Gzip Compression
 - Minify CSS
 - Minify HTML
- Improve website architecture
- Fix indexation issues
- Redirect 404s via 301 redirects
- Keyword Mapping/Keyword Research
- CTR Optimization

The results are as followed:

1,045 Clicks

125,000 Impressions (How many people are actually seeing their website)

