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[Increasing conversions by 90% with Search Engine Optimization for Virtual Mental Healthcare Provider](#)

[Case Study - SEO for Virtual Mental Healthcare Provider](#)  
[SEO](#)

By strategically updating and optimizing existing content, we drove a 177% increase in organic sessions and a 90% increase in conversions.

[The Goal](#)

A leading mental healthcare provider approached us to expand their authority and visibility through content marketing.

[The Strategy](#)

We focused on updating and optimizing their existing trove of strong blog content. We created parameters for updating content, built dashboards to flag this content, and optimized and updated blog articles on a monthly basis.

[The Results](#)

By continuously updating blog posts based on age, ranking position, and traffic, we drove significant growth:

[177% increase in organic sessions](#)

[90% increase in conversions](#)

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[Direct Mail, TV, Paid Social, and SEO for Retail Personal Care](#)

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