



# Customer Success Stories: **Where's Your Head At**

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## Breakthrough with **Zero Ad Spend**

Targeted updates enhance UI/UX and technical SEO for faster, smoother, more discoverable sites.



# Where's Your Head At

Campaign from August - September

We Worked on:



WORDPRESS

HTML



CSS

{.js}

JavaScript

## CASE STUDY

# Client Background & Challenges

Industry  
**Mental Health & Counselling Service**

Location  
**New South Wales, Sydney**

[www.wheresyourheadat.com.au](http://www.wheresyourheadat.com.au)



*Where's Your Head At is a mental health practice that helps people work through everyday challenges and deeper issues with practical, evidence-informed support.*

## THE CHALLENGE

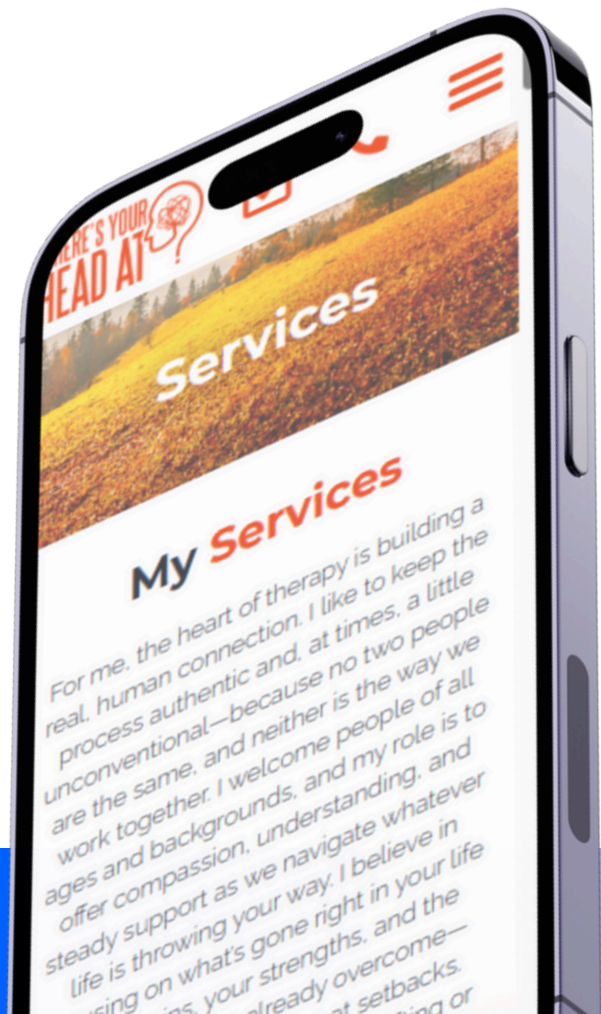
**WYHA's** service pages underperformed organically due to misaligned intent, thin content, inconsistent headings, weak linking, incomplete metadata and alt text, messy URLs, cannibalization, and no structured data.

We were consulted to fix the **technical base** and **align on-page** to high value and local queries to lift rankings and CTR.

## THE SOLUTION

We executed a targeted **on-page and technical fix**: mapped intent, consolidated overlaps, rebuilt headings, corrected metadata and alt text, standardized URLs, strengthened internal links, and implemented schema.

*We aligned copy and **CTAs to high-value** and local queries to lift relevance, rankings, and CTR.*



# Initial **Audit Insights** and Strategy

## 35 Website Visits

Low organic traffic means people aren't finding the page on Google, so few potential clients visit. With weak visibility, enquiries stay low and competitors get the clicks.

## 31 Keywords

Where's Your Head At ranks for few search terms, mostly low, so it appears less on Google and gets fewer clicks and enquiries.

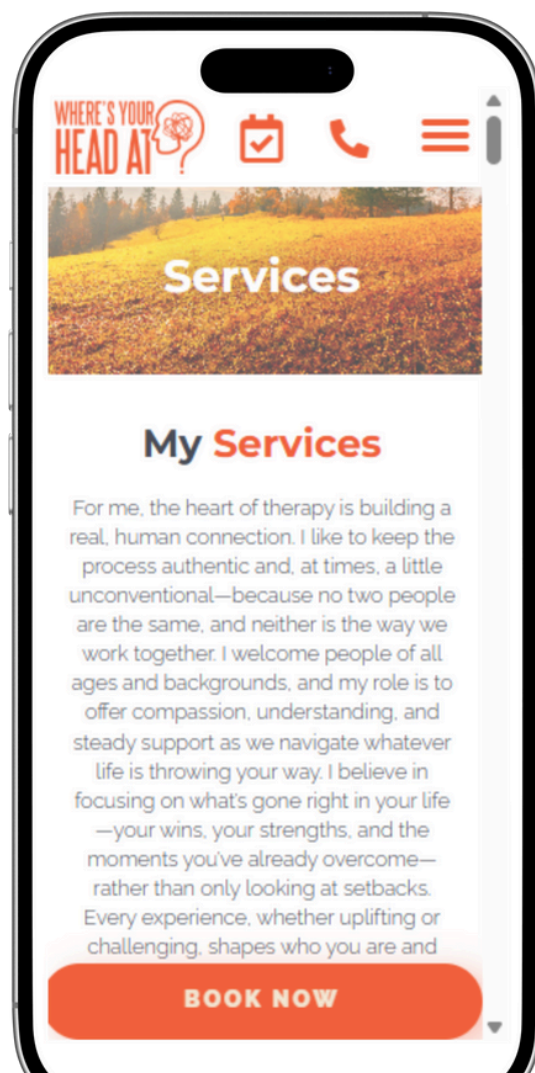
*Data as of July 15th*

### THE STARTING POINT: UNDERPERFORMING PAGES

Before we made any changes, the site was **hardly showing up on Google** and only a small trickle of visitors came in each month. Most keywords sat far down the results, and the service pages were thin or combined, so neither **Google nor visitors could quickly understand what each page offered**.

Titles and headings weren't consistent, internal links were scarce, and the layout did not encourage action. Important details and contact options were buried, CTAs were easy to miss, and there were few trust cues or FAQs to keep people engaged. **Local signals were also weak, so the practice did not appear clearly for suburb searches.**

Overall, **search performance was poor** and the UI did not guide visitors toward booking or contacting, which meant low traffic and low conversions.



## CASE STUDY

# Roadblock: Theme Overrides Breaking Page Design

*Theme overrides are when a WordPress theme's global styles and templates automatically replace or change the styles you set on a page. They can alter fonts, colors, spacing, and layout even if you configured them inside the page builder.*

## THE PROBLEM

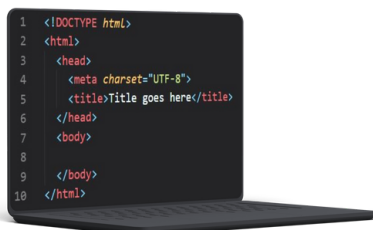
When we updated Where's Your Head At pages, styles kept changing. Headings shifted size, buttons lost styling, spacing reset, and mobile blocks stacked wrong. **WordPress theme rules and some plugin defaults were overriding page-builder settings.**

**Extra wrappers** added surprise margins and padding. Fixes didn't stick after caches cleared or templates refreshed, causing design drift, wasted time, and fragile mobile layouts.

## THE SOLUTION

We rebuilt key sections with **simple HTML blocks and light CSS inside WordPress**. Styles now live with the content, using our own class names and no extra wrappers. We saved these as a reusable pattern and applied them across pages.

**This prevented theme overrides**, kept fonts, buttons, and spacing consistent, and stabilized mobile layouts, making edits faster and safer.



# Outcome

+44%

Ranking keywords

+7%

Organic visits

+14%

Traffic value

Data as of September 30th from SEMrush & Clarity



**\$1500** estimated  
traffic value

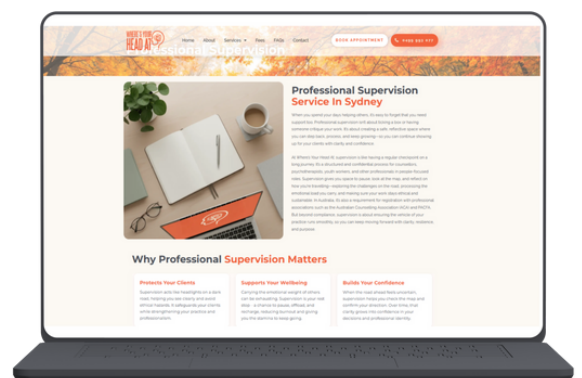
**Where's Your Head At** shows clear improvement versus the earlier period. Ranking keywords increased from 36 to 52, so the site now appears for more searches. Organic visits rose from 72 to 77, confirming that technical fixes are translating into real traffic.

Estimated **traffic value also moved up**, from about 118 dollars to about 135 dollars, meaning SEO is earning clicks that would cost more to buy with ads.

Clarity's last-90-days view supports this shift. There were **935 sessions from 491 users**, with visitors viewing about 3 pages per visit and scrolling over half of each page.

**CTA use was strong:** 86 "Book" clicks, 75 "Contact us," 40 "Find a location," 4 form submissions, and 101 outbound clicks.

This indicates more users are finding and using key actions.





## CASE STUDY

# What Does This Mean for Where's Your Head At?

*Technical SEO is the behind-the-scenes work that helps search engines find, load, and understand a website. It focuses on site setup and performance rather than writing content.*

The numbers point to a real lift in visibility and user intent. **Ranking keywords grew** from 36 to 52, so more people can find the site for more search terms. **Organic visits nudged up** from 72 to 77, which shows those extra rankings are starting to bring in traffic. Estimated **traffic value rose** from about 118 dollars to about 135 dollars. That figure is not revenue. It is what the same clicks would cost if bought as ads. A higher value means SEO is earning more useful visits without ad spend.

Clarity confirms that **visitors are engaging**. Over the last 90 days there were 935 sessions from 491 users, with about 3 pages viewed per visit and more than half of each page scrolled. People used the key actions: 86 “Book” clicks, 75 “Contact us,” 40 “Find a location,” 4 form submits, and 101 outbound clicks. This tells us the site is easier to navigate and that visitors can reach CTAs without friction.

## THE ROLE OF TECHNICAL SEO

Technical SEO made this possible by removing blockers and creating stable, repeatable sections.

- **Tamed theme overrides:** Used clean HTML blocks with light CSS so headings, buttons, and spacing stay consistent.
- **Faster, more stable pages:** Lean markup improved Core Web Vitals and reduced layout shifts.
- **Crawlable structure:** Clear headings and simple DOM help Google understand and rank pages.
- **Cleaner UX signals:** Fewer dead clicks and smoother layouts make it easier to reach CTAs.
- **Repeatable patterns:** Reusable HTML sections keep design steady across updates and pages.

## CASE STUDY

# Upkeep & Maintenance For The Future

*Blogs add fresh, relevant pages that target more keywords, capture long-tail searches, earn links, and signal site freshness, which improves rankings and organic traffic.*

## WHERE DO WE GO FROM HERE

As Where's Your Head At's marketing partner, our next step is simple. We will focus on content. The site needs more helpful pages that match what people search for. The easiest way to do that is to publish clear, useful blog posts in WordPress that answer common questions and guide readers toward getting help.

We will write about topics that fit the practice, such as supervision, youth mentoring, couples support, anxiety, depression, grief, and local searches around Sydney. Each post will use plain language, a clear structure, and an inviting call to action. We will also link blogs to key service pages so readers can move from learning to booking without confusion.

## FUTURE INSIGHTS

On the build side, we will keep using the stable HTML blocks that stopped the theme from changing our designs. This keeps headings, buttons, and spacing consistent. It also helps Google understand the page and keeps the site fast on mobile.

In WordPress, we will keep the process light. Draft, review, publish. Reuse the same hero, CTA, and "how to book" sections so every post looks familiar and easy to scan. We will watch what people click in Clarity and make small tweaks so pages feel smoother over time.

This approach lets the technical fixes do their job while fresh content does the heavy lifting. More quality posts mean more keywords, more search visibility, and more people finding the right next step with Where's Your Head At.



Google  
Analytics

