

Alexander Rodriguez

Customer Success Stories:

Alexander Rodriguez

Website Refresh

Crafting a Conversion Focused Site for Alex Rodriguez
Counselling

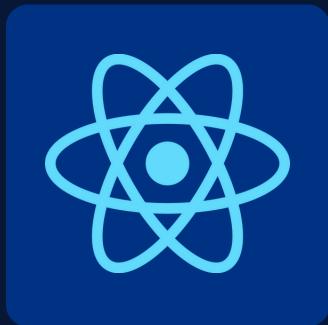


Alexander Rodriguez

Campaign from (July - Ongoing)

Current date as of making this document: 23/10/25

We Worked on:



CASE STUDY

Client Background & Challenges

Industry

Mental Health & Counselling Service

Location

New South Wales, Sydney

<https://www.alexrodriguez.com.au/>



Alex Rodriguez Counselling & Life Coaching is a Sydney practice. It helps people with anxiety, depression, relationships, and personal growth through counselling and coaching.

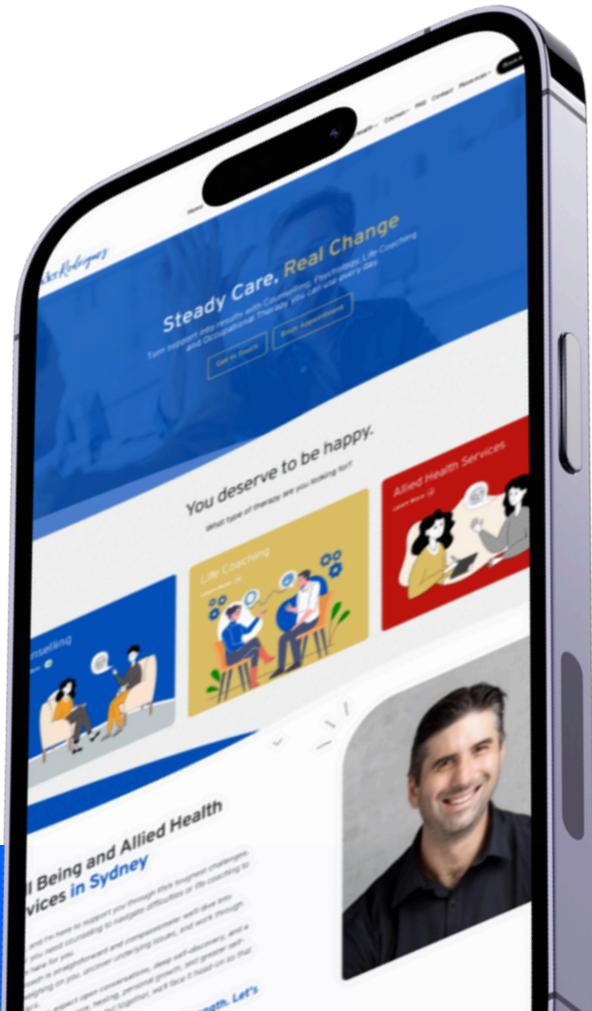
THE CHALLENGE

The old site was hard to navigate and book, with a clunky multi-step flow, dense mobile pages, slow load times, weak trust cues, thin service content with missing schema, accessibility gaps, and little funnel tracking to locate drop-offs.

THE SOLUTION

We began by overhauling Alexander Rodriguez's service pages, tightening the information architecture, clarifying value propositions, and streamlining the booking funnel. We then delivered a full UX/UI redesign aligned to modern patterns, introducing a professional design system, an intuitive header and global navigation, and brand-aligned illustrations to improve scannability and trust.

Early outcomes showed a positive lift across SEMrush visibility and ranking metrics, prompting the client to expand scope into a structured content program focused on high-value blog development.



Initial Audit Insights and Strategy

5 Website Visits

5 visits per month signals near-zero discoverability and minimal keyword reach. The funnel is unsustainable, underscoring the need for foundational SEO, content, and UX fixes.

34 Keywords

Only 34 ranking keywords indicates very low topical authority and search footprint. It limits impressions and clicks, calling for structured content and on-page optimisation to expand coverage.

Data as of July 15th

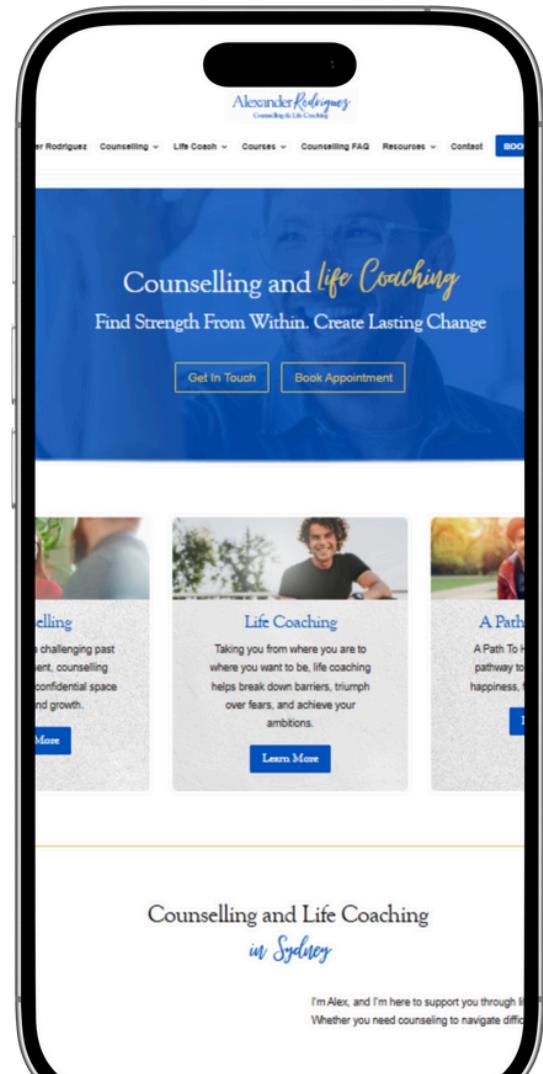
THE STARTING POINT: OUTDATED DESIGN

Before the redesign, Alex Rodriguez Counselling's visuals were dated and inconsistent. Color and typography lacked harmony, spacing was tight, imagery felt generic, and UI components varied by page.

The header was busy, the hero lacked hierarchy, and CTAs shifted in label and placement, leaving users without a clear next step.

A design system was missing. There was no consistent grid, tokenized palette, or component library. Headings did not establish hierarchy, icons were mismatched, and contrast issues hurt accessibility. On mobile, small tap targets and long text blocks impaired use, while heavy assets slowed load.

The result was a site that felt unprofessional, weakened trust, and struggled to drive bookings.



CASE STUDY

Roadblock: Complex Rebuild

Building a custom site is harder upfront. It requires product decisions, a component library, API design, rigorous QA, and careful content migration.

THE PROBLEM

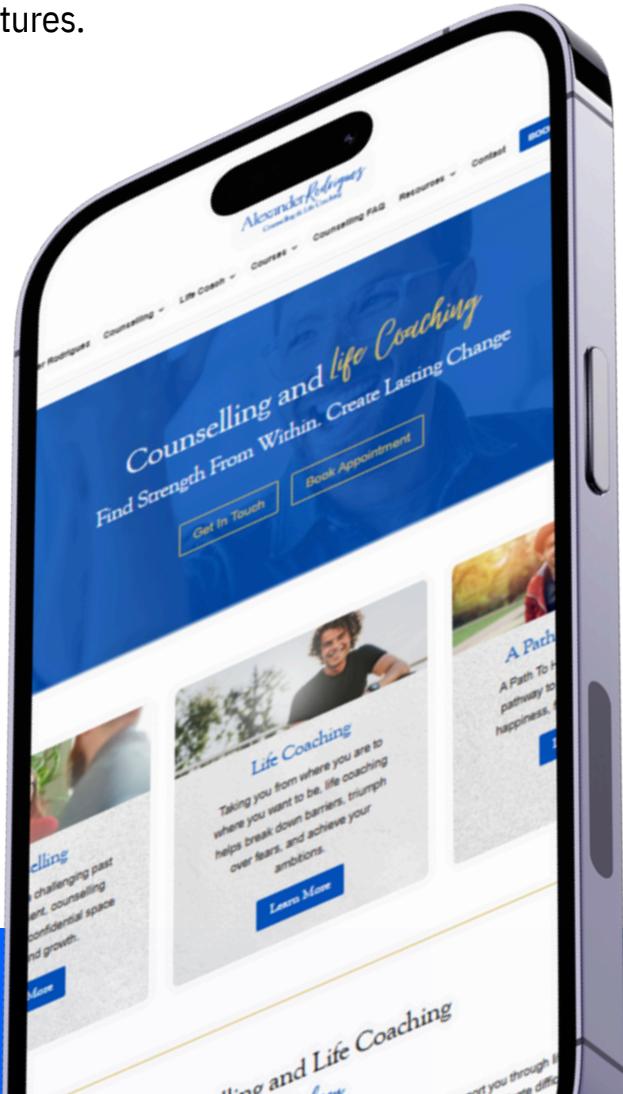
The site was built entirely on **WordPress using Elementor**, which sped up the first launch but created heavy plugin bloat, slow load times, inconsistent components, and rigid templates that limited **UX and conversion improvements**. Maintaining performance, accessibility, and a coherent design system required constant workarounds, and scaling new features or analytics was difficult within the page-builder model.

To meet **growth goals for speed**, SEO, and a guided booking journey, replatforming was required. We proposed a custom Node.js and React.js build with a reusable component library, design tokens, and API-driven content to deliver faster pages, stronger UX, and a scalable foundation for future features.

THE SOLUTION

Replatformed from **WordPress/Elementor** to a custom Node.js + React stack with SSR, a reusable component library, and a headless CMS to **control performance**, routing, and the booking journey.

Lifted Core Web Vitals via code splitting, lazy loading, compression, and CDN caching; baked in SEO and accessibility (semantic markup, schema, clean sitemaps, WCAG 2.2 AA) and instrumented GA4 funnel events for ongoing, data driven CRO.



Outcome

+2,200%

Organic Search Traffic

207/m

Website Visits

68%

High traffic keywords

Data as of October 23rd from SEMrush & Clarity

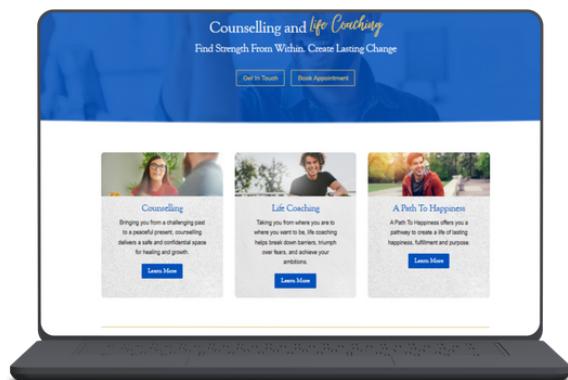


580% estimated growth of traffic value

This SEMrush Organic Research data for alexrodriguez.com.au shows **63 ranking keywords** driving an estimated 207 monthly organic visits with about **\$68 in traffic value**. The trend chart indicates steady month-over-month growth and more terms moving into higher positions. Top queries cluster around counselling and coaching intent, such as stages of grief, life coaching in **Sydney**, CBT counselling, anxiety support, and anger management. The table highlights recent positive position changes across service and blog pages, signalling broader search coverage, rising visibility, and early momentum from the redesign and content improvements.

For Alexander Rodriguez, this means the redesign and content fixes are working. Visibility is expanding, Google is mapping pages to more intent types, and the site is starting to capture non-brand demand.

With this base, the fastest path to growth is to **deepen service pages**, continue targeted blogs that match these winning themes, strengthen internal linking to cornerstone pages, and reinforce local signals so suburb searches convert. Expect compounding returns as more terms reach page one and rich results, turning rising visibility into enquiries and bookings.



What Does This Mean for Alexander Rodriguez?

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 company can leverage a faster, modern platform that is already showing traction, with 63 ranking keywords and about 207 estimated monthly visits focused on high-intent counselling topics. This creates a path to lower acquisition costs and steadier inbound demand while improving user trust and task completion.

Next steps include deepening service pages and building topic clusters that link services to supportive blogs and FAQs, strengthening internal links and local signals through an optimised Google Business Profile, reviews, and consistent NAP, and A/B testing CTAs, page layout, and the 2-step booking flow. Embed measurement with GA4 funnel events, Search Console insights, and heatmaps to spot friction and iterate quickly. Track page-one keyword count, organic sessions, booking starts and completes, conversion rate, and Core Web Vitals to convert rising visibility into qualified enquiries and booked sessions.

THE ROLE OF SEO FOR ALEXANDER RODRIGUEZ

- Grow qualified visibility for counselling intents in Sydney and key suburbs
- Reduce cost per enquiry by shifting from paid clicks to organic bookings
- Build topical authority with deep service pages and linked blog clusters
- Strengthen local presence via Google Business Profile, reviews, and consistent NAP
- Earn richer SERP real estate with Organization, LocalBusiness, Service, and FAQ schema
- Improve crawlability and speed with solid technical foundations and Core Web Vitals
- Guide visitors to act using clear headings, internal links, and prominent CTAs
- Inform content priorities with keyword data and Search Console insights
- Measure and iterate with GA4 funnel events and heatmaps
- Create a scalable SEO framework for new services and future locations

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

Maintain a weekly blog cadence to build topic clusters, and deepen service pages with symptoms, approach, benefits, fees, profiles, FAQs, and schema. Strengthen local SEO via weekly Google Business Profile posts, consistent NAP, review generation, and suburb landing pages. Keep Core Web Vitals green with lean dependencies, WebP or AVIF, code splitting, lazy loading, and CDN caching.

Run A/B tests on hero copy, CTA labels and placement, and the 2-step booking flow; add a sticky Book Now and simplify contact options. Instrument a GA4 dashboard for service views, booking starts and completes, and conversion rate, and use Search Console to push terms in positions 11 to 20 onto page one. Build authority through quality directories, associations, local PR, guest posts, and well-cited content, then distribute each blog via GBP, social, and a simple email roundup with UTM tracking.

FUTURE INSIGHTS

As weekly content compounds and service pages deepen, non brand visibility should expand, pushing more keywords from positions 11 to 20 into the top 10 and unlocking richer results through schema.

Stronger local signals and consistent reviews will improve suburb-level discovery and trust.

Maintaining fast performance and accessible design will protect rankings during growth, while GA4 and Search Console insights will guide an ongoing cycle of iterate, test, and ship.

Over the medium term, the company can add structured resources like downloadable guides, simple assessments, and short explainer videos to capture email leads, nurture intent, and convert more visitors into booked sessions.

