

A SEO Case Study of Dr. Shawan



Wafi Media Marketing Solution has a storied history of success with search engine optimization campaigns. Over the years, we have evolved and incorporated new and exciting services. Today, we strongly advocate an integrated strategy for internet marketing, and our case studies demonstrate our services' level of success.

Our most recent successes include multiple services for a single client; these services are skillfully integrated so that the internet marketing campaign can be a success.

We wish that we could talk about all of our successes. The internet marketing case studies below are for clients with a combination of SEO services . Experienced strategists integrate these strategies, leading to success in all campaign areas.

INTRODUCTION



Dr. Shawn Meirovici N.D. is a pioneering force in naturopathic treatment for disabling neurological conditions since 2010. Based at Toronto's premier neurological rehabilitation clinic, Physio-Logic, he specializes in Traumatic Brain Injury, Spinal Cord Injury, Multiple Sclerosis, and Stroke. With additional certifications, he works with renowned organizations and has been recognized as the "Best Naturopathic Doctor in Canada." Dr. Meirovici focuses on holistic care, including medical cannabis education, and joined KidCrew for pediatric holistic care.

We started managing their Search Engine Optimization, especially for Organic

Search, since Oct – 2022

Website: <https://doctorshawn.ca/>

THE CHALLENGE



Entrepreneur wanted to increase their online traffic. With a massive number of articles that were not indexed, SEO was the best tactic to accomplish this goal. Entrepreneur needed an SEO strategy and action plan to technically implement it.

When Entrepreneur examined their online content, only 5% of their website had any search engine optimization implemented. Optimizing Entrepreneur's main content and the million-plus article archive for search would be a monumental task. Wafi Media Marketing Solution discovered the challenge of the site's platform, Vignette Story Server, an outdated CMS that was unoptimizable as all pages were created dynamically on the fly.

We devised a plan and developed a strategy for Entrepreneur to optimize the main content including all current and past article archives programmatically, at the database level. In doing this, We illustrated a level of unmatched expertise regarding methodology and strategy that other SEO Companies lacked in their technical capabilities.

CAMPAIGN OBJECTIVE

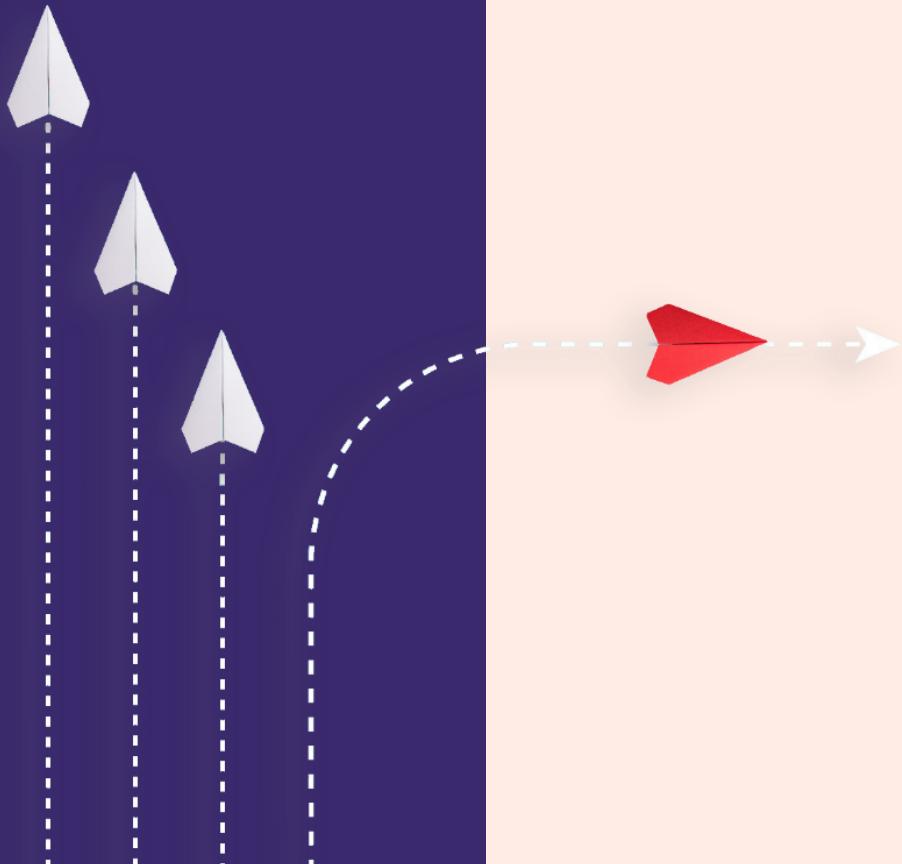


The SEO campaign's goal was to increase site traffic and generate traffic to drive more leads, as well as to improve rankings for the primary keywords of category and product pages.

After the client's approval, we focused on optimizing and promoting the primary keywords and categories Naturopath York Mills, Fibromyalgia Natural Treatment North York, Pediatric Naturopath York Mills, Naturopathic Practitioners York Mills, Naturopathic Cancer Treatment North York, Naturopathic Clinic In York Mills, Naturopathic Clinic York Mills like etc

THE STRATEGY

Wafi Media Marketing Solution proposed a Four-stage plan to Entrepreneur. Stage 1. consisted of optimizing all the main web pages. Stage 2. consisted of optimizing all the articles. Stage 3. consisted of integrating SEO into the business processes at Entrepreneur. Finally, Stage 4. Google Analytics 4 setup with a conversion tracking to Presenting this material in a stage-gate scenario provided Entrepreneur with a clearer road map, complete with milestones to their paramount goal: a consistent flow of new, optimized online content that would continue to bolster the strong position Entrepreneur's pre-existing online assets already had accomplished.



THE RESULT

Wafi Media Marketing Solution managed the Google Website Traffic and since Oct 2022, there has been a **35.44% increase in Organic Traffic.**

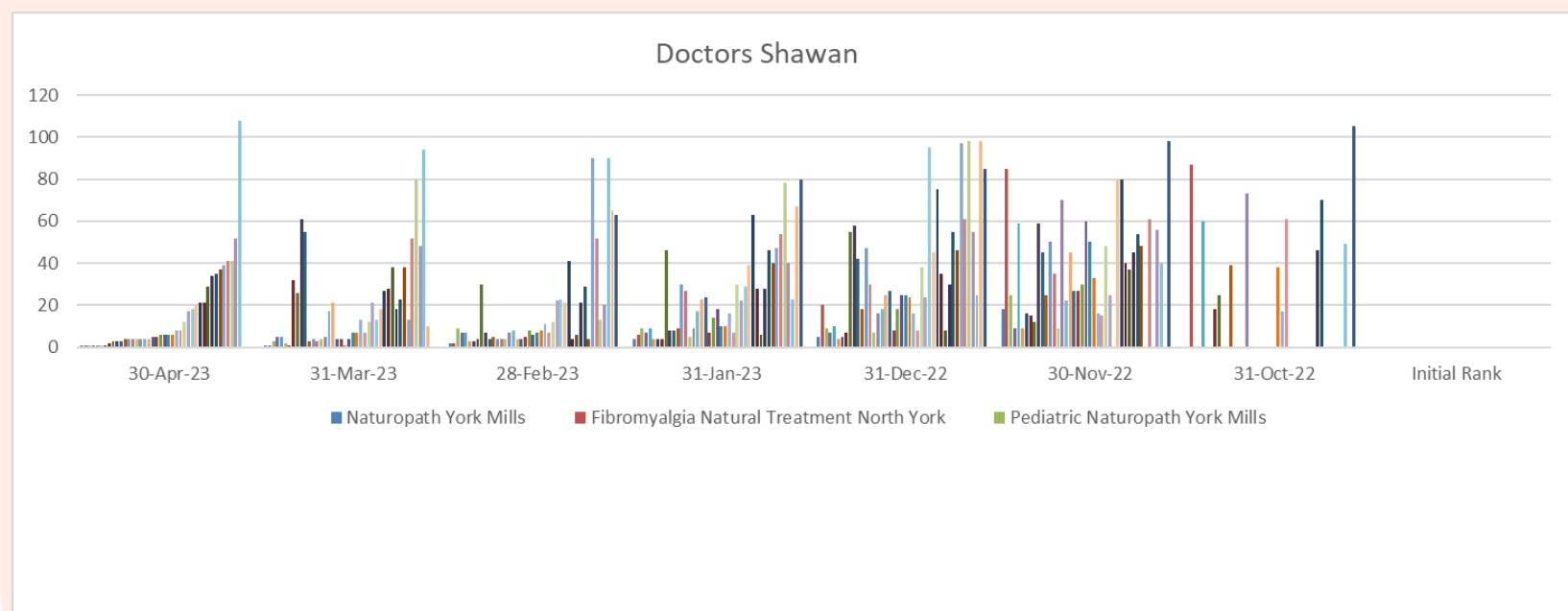
Increased keyword positions on Google 26 keywords are coming on First page of Google search engine within 6th months.

- Improved page views & sessions
- Gave a unique user-experience
- Performed On-site Maintenance
- Target on demographics based visitor
- Increased interest based leads

IMPROVED RANKINGS

We worked on few keywords, built authority and ultimately influenced their search result ranking in 6th -7th months.

Now, 26 keywords are coming on First page of Google search, and 14 Keywords are coming 2 to 5th page of Google search.



100% IMPROVEMENT ORGANIC SEARCH IN LAST 6 MONTHS

