



SEO Performance Report

For Wellics (From April-September)

Technical SEO health overview

In April, our comprehensive SEO audit revealed 331 technical errors and 871 warnings on the Wellics website. These issues were critical as they hindered search engine crawlers from accessing key areas of the site, negatively impacting search engine rankings. Recognizing the importance of a healthy website for optimal search performance, our primary focus was on resolving these technical issues.

Problems Identified:

- **Crawling Issues:** Errors such as 404s and misconfigured redirects were causing search engines to miss critical pages.
- **Site Speed:** Performance bottlenecks due to unoptimized images and scripts were slowing down page load times, affecting user experience and rankings.
- **Indexing Problems:** Important pages were not being indexed due to broken links and improper canonicalization.

Actions Taken:

- We prioritized fixing high-impact errors and warnings. This involved correcting 404 errors, optimizing page load speeds by compressing images and minifying scripts, and improving internal linking structures to ensure that all important content was accessible to crawlers.
- A thorough review of the website's robots.txt file and sitemap ensured that all pages were properly indexed and reachable by search engines.

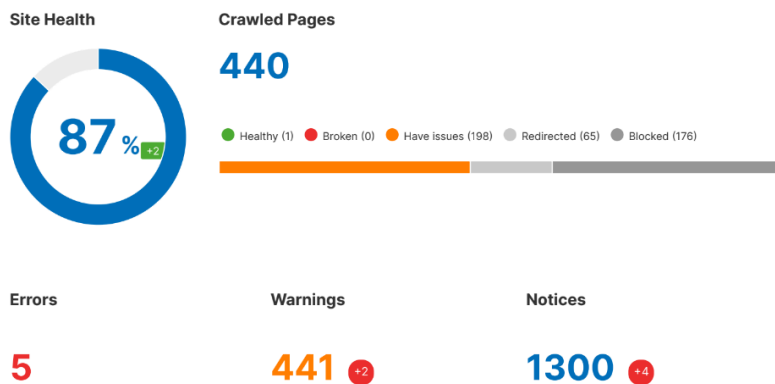
Outcomes:

- Significant improvement in the website's health score, positioning Wellics for better search engine performance.
- Enhanced crawlability and indexing of critical pages, leading to improved rankings and traffic recovery.

Performance in April when we initiated the project:



Performance as of Sep 10th:



Hubspot SEO recommendations

In June, we began implementing HubSpot's SEO recommendations. Initially, there were 1,411 recommendations, many of which were critical for improving the website's SEO performance. Our objective was to address all these recommendations to enhance the site's visibility and user experience.

Actions Taken:

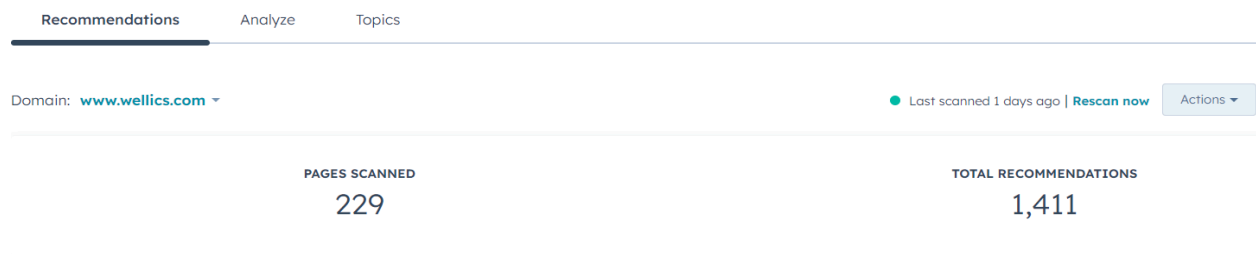
- We focused on implementing the most impactful recommendations first, including optimizing meta tags, improving content quality, and enhancing on-page SEO elements.
- By systematically addressing these recommendations, we reduced the number from 1,411 to 863 by the end of September. We successfully completed 548 recommendations, with ongoing efforts to tackle the remaining ones.

Outcomes:

- Improved on-page SEO and content quality, leading to better visibility in search results.
- Enhanced user experience through optimized meta tags and content.

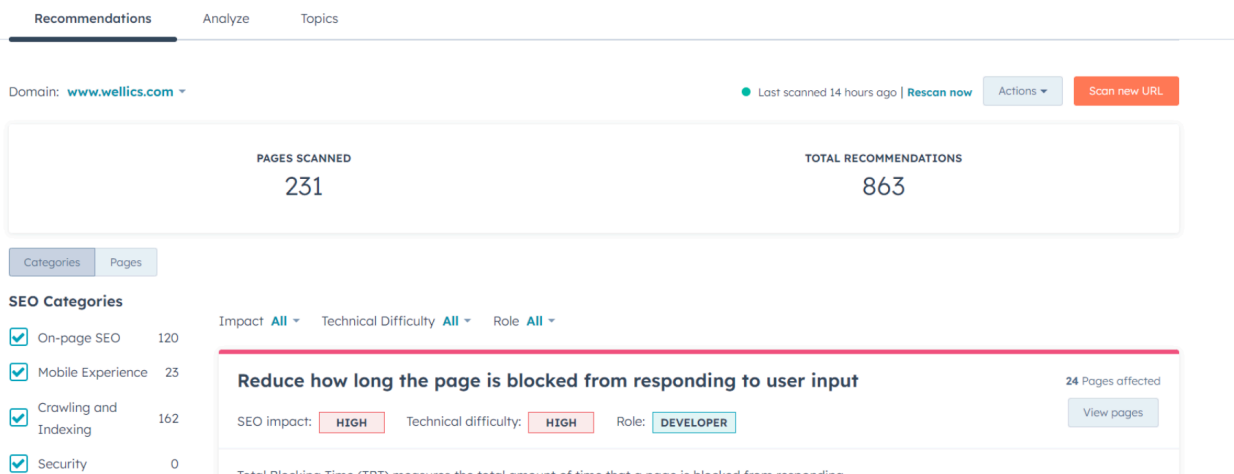
Performance report when we started in July:

SEO



Performance report as of today

SEO



Organic Competitors

Throughout the year, Wellics has made significant strides in organic search, outpacing several key competitors in the industry. Our ongoing SEO efforts have enabled Wellics to compete more effectively with industry leaders like Wellsteps and Woliba on crucial SERP keywords.

Problems Identified:

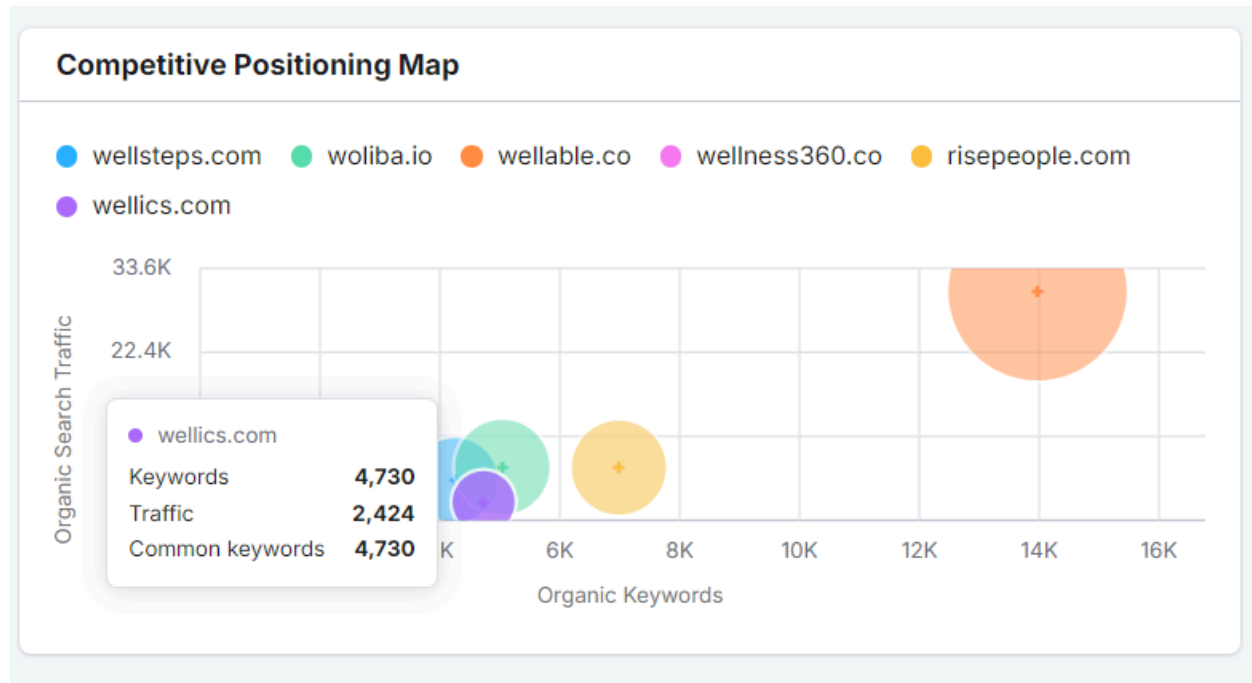
- **Competitive Landscape:** Competing against well-established brands with high domain authority and extensive content libraries.
- **Keyword Gaps:** Certain high-value keywords were dominated by competitors, making it difficult for Wellics to gain visibility.

Actions Taken:

- We conducted a detailed competitor analysis to identify keyword opportunities and content gaps.
- Optimized existing content and created new, targeted content to capture additional keyword rankings.
- Implemented a robust backlink strategy to improve the site's authority and competitiveness.

Outcomes:

- Improved keyword rankings and visibility against competitors.
- Increased domain authority, leading to better overall competitiveness.



Backlinks

Since initiating our link-building campaign, we've successfully secured 5 high-quality backlinks for Wellics. Quality backlinks are essential for boosting the site's authority, driving targeted traffic, and improving overall visibility and credibility.

- [Officefinder](#)
- [PowerHomeBiz](#)
- [RecruitCRM](#)
- [Testlify](#)
- [HRfuture](#)
- [Hppy](#)
- [Flair HR](#)
- [Superworks](#)

Challenges Encountered

- **Finding Relevant Opportunities:** Identifying websites with high authority and relevance to secure backlinks was a time-consuming task.
- **Link Rejection:** Some outreach attempts were rejected, requiring a more personalized and value-driven approach.

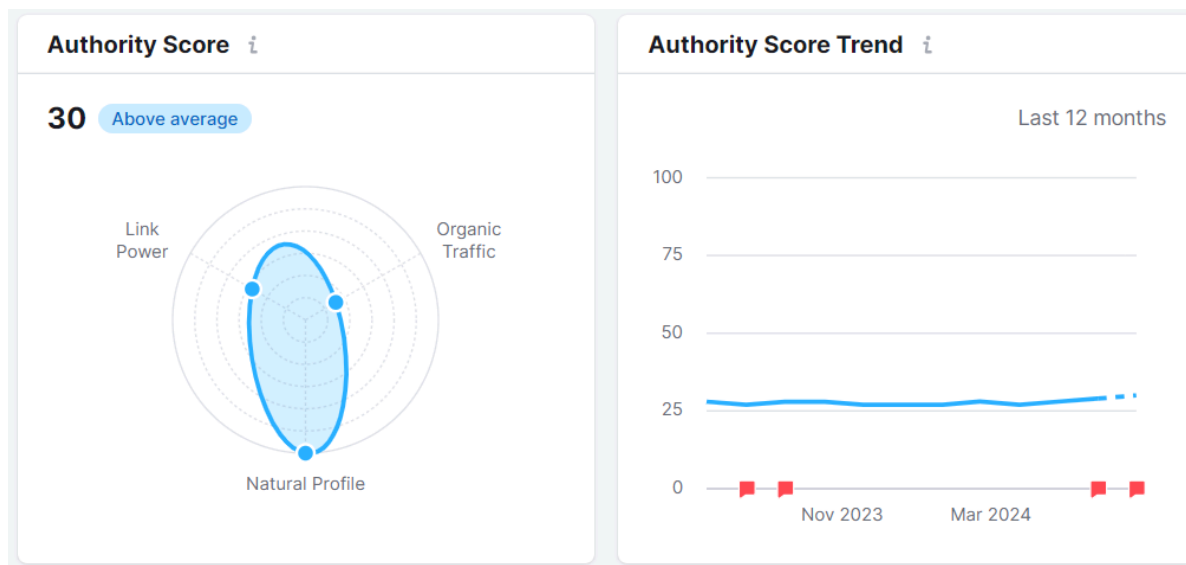
Actions Taken

- Conducted targeted outreach to secure backlinks from reputable websites in the health and wellness niche, such as Officefinder, PowerHomeBiz, RecruitCRM, Testlify, Hppy, Flair HR, Superworks and HRfuture.
- Improved our outreach strategies by focusing on value proposition and relationship building with webmasters.

Outcomes:

- Authority Score improved from 27 to 30.
- Enhanced domain authority with a current DA of 31.

Below is the current Authority Score and trend



Also, the current DA is 31, as shown in the below screenshot.



Showing results for
wellics.com

Domain Authority

31

Linking Root Domains

517

Ranking Keywords

2.5k

Performance Summary

In April and May, Wellics experienced a significant drop in website traffic, coinciding with Google's March algorithm update. This update disproportionately impacted websites with existing technical issues, including ours.

Issues Identified:

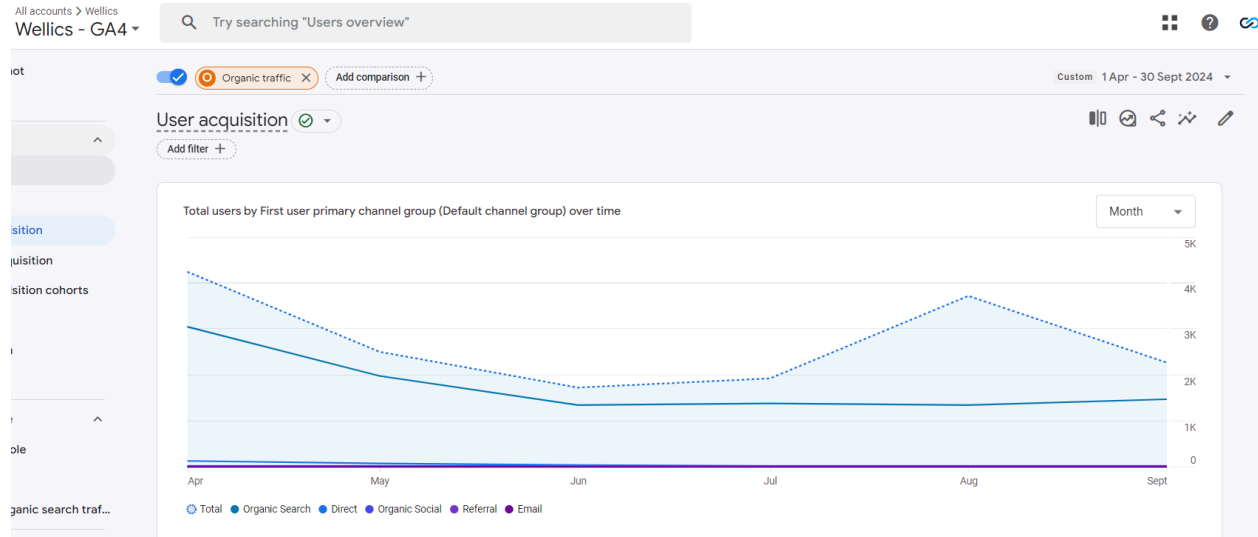
- **Algorithm Impact:** The Google update penalized sites with technical errors and non-compliance with the latest SEO best practices.
- **Traffic Decline:** Several top-performing keywords lost their rankings, leading to a noticeable decline in organic traffic.

Actions Taken:

- After addressing the technical issues and optimizing key content, we saw a gradual traffic recovery.
- Targeted optimizations were implemented, including updating content to align with Google's E-A-T standards and improving page load speeds.
- Strategic content updates and focused link-building efforts were applied to regain lost rankings.

Outcomes:

- Organic search traffic increased by 11.4%, rising from 1,694 user in August to 2,219 in September.
- SEMRush data shows a recovery from 2,649 organic visits in March to 5277 in September.



Also, according to SEMRush, the screenshot below shows March and September organic traffic.



1M 6M 1Y 2Y All time

Days Months ↑ Exp

Organic Traffic 4,752/month

☒ Organic Traffic ☒ Paid Traffic | Notes ▾



SEMrush Domain Analytics

Project: **Wellics** ▾ ☆

www.wellics.com ↗ + Add tag

Domain Analytics ⓘ

Scope: Root Domain | 🇺🇸 United States ▾

Authority Score ⓘ

30
Semrush Rank 658K

Organic Traffic ⓘ

2.1K +3.77%

Organic Keywords ⓘ

4.6K +10.9%

Paid Keywords ⓘ

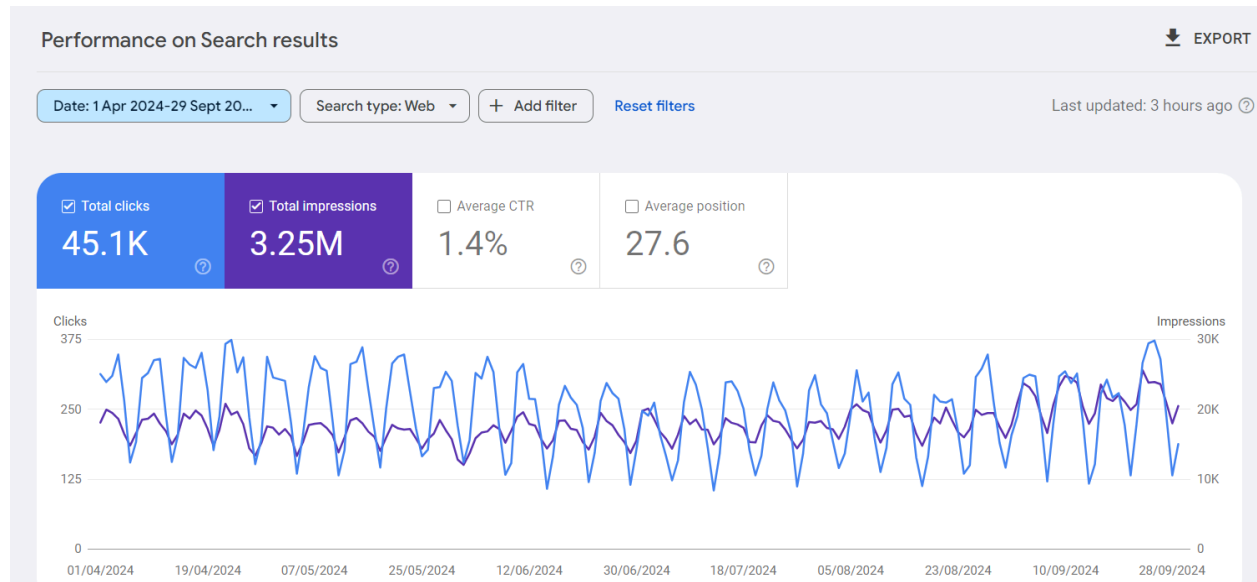
0 0%
Paid Traffic 0

Google Search Console Analysis (Last 6 Months)

Since May, we've observed fluctuations in website traffic, primarily due to the aftermath of the Google algorithm update. Recognizing the ongoing challenges, we intensified our efforts in August & September to reverse this trend.

Challenges Identified:

- **Decline in Clicks:** The website saw a decrease in clicks due to lost rankings for key terms.
- **Indexing Issues:** Some pages were not being indexed properly, affecting their visibility on the SERP.



Actions Taken:

- We conducted a detailed analysis of the drop in clicks and implemented targeted improvements, including optimizing content and addressing indexing issues.
- A focused effort was made to improve the website's crawlability and ensure that all critical pages were indexed correctly.

The tasks we have done in September

- We continued optimizing blogs that experienced traffic loss, identifying new low-competition keyword opportunities, and making necessary adjustments. A total of 38 blogs were optimized this month.
- Significant improvements were made to the website's crawling efficiency, increasing it from 90 to 93. Ref: <https://prnt.sc/cilYcrameB2G>
- We worked on enhancing the internal linking structure (SILO) to improve the crawling and indexing of individual web pages. Ref: [Wellics Traffic Analysis](#)
- Submitted requests for indexing in GSC for de-indexed and new pages that needed to be indexed, ensuring better search visibility.
- Reduced the number of HubSpot SEO errors from 1,209 to 860. Ongoing efforts are being made to further reduce the number of issues. [Wellics Master sheet](#)
- We secured 3 live backlinks this month through outreach and link-building activities, focusing on recovering traffic to specific blogs.

Conclusion

In September, our SEO efforts resulted in a **33.35% increase in overall and 10% increase in organic traffic**, driven by **strategies like internal linking, content addition, blog optimization, and fixing crawling issues**. This success highlights the effectiveness of our approach. By continuing with our efforts, we can not only increase traffic further but also shift our focus to improving website conversions.

With the foundation now in place, ongoing optimization will yield even better results in both traffic and conversion rates.

If we continue, we will focus on:

1. **Conversion Rate Optimization (CRO):** Refine CTAs, forms, and user journeys to convert the growing traffic into leads and customers.
2. **Content Gap Analysis:** Identify and create high-value content that targets keywords aligned with user intent, driving relevant traffic.
3. **Internal Linking Enhancements:** Further strengthen internal linking to boost keyword rankings and improve overall site authority.
4. **Backlink Profile Development:** Continue building quality backlinks to strengthen domain authority and maintain organic ranking improvements.
5. **Mobile and Page Speed Optimization:** Further optimize mobile performance and site speed for a smoother user experience and better rankings.
6. **Personalized Content Creation:** Develop personalized content based on user behavior, search intent, and buyer personas to increase engagement and conversion likelihood.
7. **Competitor Gap Analysis:** Identify and target gaps in competitor strategies, particularly in content, backlinks, and keywords they may be under-optimizing.
8. **Enhanced Retargeting Strategy:** Integrate SEO efforts with a retargeting strategy to recapture users who have previously visited the website but did not convert.
9. **Voice Search Optimization:** Optimize content and meta-data for voice search queries, focusing on natural language and question-based keywords.
10. **Conversion Tracking & Goal Setup:** Refine Google Analytics and other tracking tools to better measure and track conversions, form submissions, and user behavior.