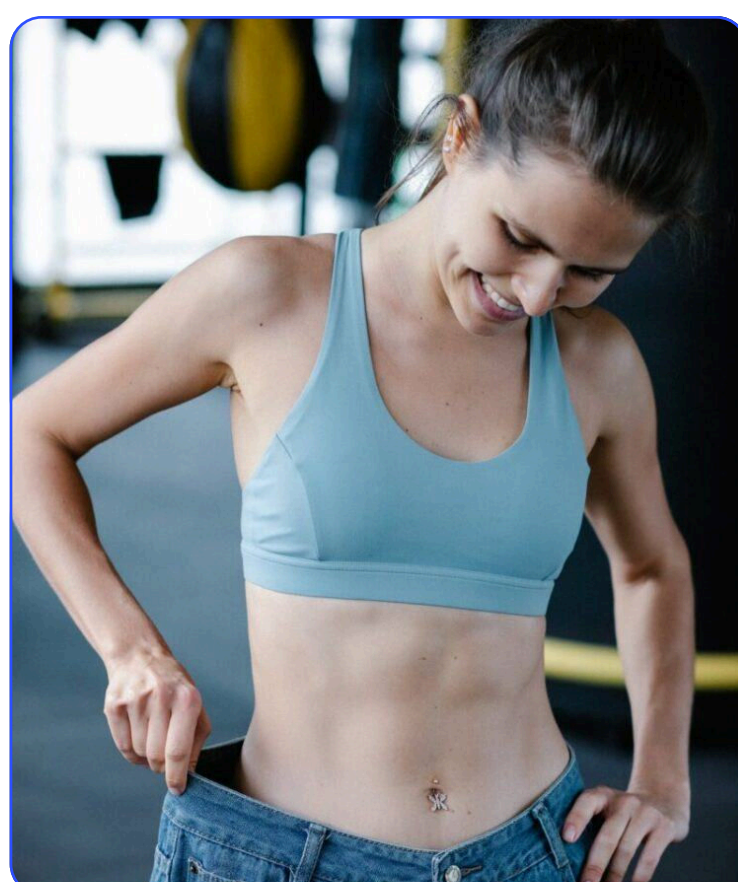


OPPGEN DRIVES 286% INCREASE IN ORGANIC SEARCH TRAFFIC WHILE BOOSTING LEAD VOLUME FOR WEIGHT LOSS CLINIC



Client Context & Challenges

Lifelong Metabolic Center is a specialized weight loss clinic focused on helping clients achieve sustainable weight loss through metabolic optimization, nutrition guidance, and personalized exercise plans. The center faced a significant challenge in expanding their reach beyond their local market and needed to increase their search visibility to attract more clients from broader geographical areas.

Oppgen's Approach

SEARCH ENGINE OPTIMIZATION :

Implemented comprehensive SEO strategies targeting key service pages with optimized content and keywords, focusing on core topics like weight loss, fat loss, exercise, and nutrition.

CONTENT STRATEGY:

Developed and executed a consistent blog content creation plan, publishing helpful articles optimized for search around primary topics while conducting competitive analysis to ensure ranking probability.

CONVERSION OPTIMIZATION:

Enhanced user experience through improved page optimization and conversion rate optimization (CRO) techniques, particularly focusing on key service pages and homepage content.

Impact

+287%

Organic Search Growth

Increase In Sessions From Organic Search

+64%

Lead Generation

Increase In First-Time Phone Calls

+403%

Search Visibility

Increase In Website Impressions

+137%

Traffic Growth

Increase In Direct Traffic



“

I've used OppGen for years. My bottom line goal is at least a 2:1 ROI and they always deliver. They are wonderful to work with as well. Highly recommend!

”

Dr. Amanda Borre, DC
 Doctor
 Lifelong Metabolic
 Centre