

Case Study: Valley Holistic Healing

I have gone through several website people and have been sorely disappointed after paying what I felt was a lot of money! I ignored my website problems for over a year due to my fear of paying and not getting what was promised to me all over again.

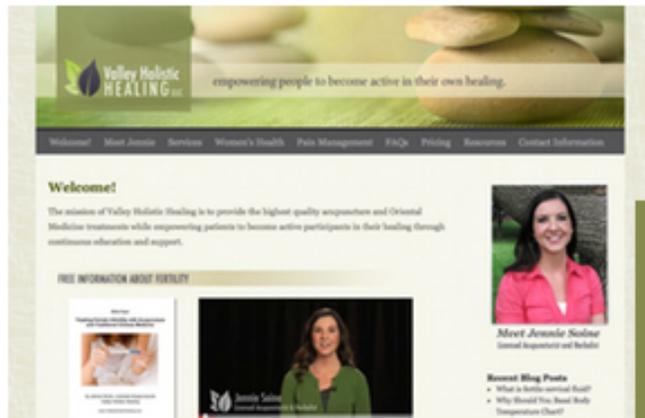
I decided I couldn't ignore it any longer and gave it another shot. I hired Jill Holman. She was very clear about what would be done, when and what it would cost. She is the first web person I have found who kept deadlines and communicated on a regular basis.

I am really happy with what she did to my website, visually and SEO. I am also going to get support ongoing from Jill to update my stuff and make changes.

2015 update: I used to avoid thinking about my website because it caused me so much anxiety and dread. Now I don't think about my website because I know I have someone super smart and capable with my best interest in mind keeping tabs on it!

Another thing I would say about my experience working with Jill is that she keeps me on track. If she didn't set deadlines for me to write my blog articles, I wouldn't write them. I always learn something new when I write them, and it is always a good exercise in communicating that new knowledge to my patients, which of course is what it is really all about. So I guess you could say she not only keeps me on track, but she makes me better at my job as well.

~Jennie Soine @ Valley Holistic Healing



Before

After



The Challenge - A Stalled Website

Jennie had a bad experience with a web guy & like many of us, avoided her website for over a year. The website (actually there were two!) was not really helping her business & caused her stress since it wasn't how she wanted to represent her business & she wasn't fixing it.

The Solution - Plan, Makeover & Ongoing Support

We began in October 2013. First, we **developed a good plan** & got clear that our goals were more local clients, especially emphasizing that Jennie's expertise is women's health & fertility. We did some research on her keywords for that as well. We wanted a clear call to action for people to call for an appointment. We wanted to fix her signup form.

Then we started the website makeover in a test area. First there was a problem getting into Wordpress we had to solve. We put in a better theme, Genesis. **We rearranged the layout a bit to be better for clients, Google & mobile.** We kept a similar look for brand continuity. We took what we wanted from the second website & pointed the domain name to our main website. We cleaned up the structure & organization. We disabled spam. We added a backup solution & Google Analytics.

She had about 30 pages & posts. I spent time on the top 10 pages, **cleaning up errors & doing some light editing & of course optimizing for SEO.** We added new content such as testimonials & new patient forms. We reworked her About page.

We had weekly meetings to keep in touch about everything. We tested & tweaked it a bit & **moved it live January 2014.** We also moved her to a better host at this time.

Once the makeover was done, we moved on to ongoing outreach & got Jennie **writing blog posts again.** While she is not a big fan of social media, we did **spruce up her Google+ page & share the blog posts there.** We also started up her **monthly newsletter again** & did some work so that she was appearing more consistently across **local directories.**

Next, Jennie had a big change coming: maternity leave! So we planned how we would keep some marketing going while she was on leave. We kept up the monthly blog posts, newsletters & social media.

I still help Jennie with these each month, as well as keeping an eye on the analytics, optimizing for speed & doing upgrades & backups.

Results

- Most importantly, about 1 month after the re-launch of the website, **her website popped up into the top 2 spots in organic search results** for her keyword phrases!
- She reported getting more leads from the website
- She reported getting compliments about the website (which felt so good after it being a source of stress for so long!)

Visit her website here:

<http://valleyholistichealing.com/>

Interested in getting this kind of transformative help for your website?

A good first step is for us to chat - tell me your website story and we'll see what we can do:

<http://jillholman.com/dream-website-discovery-session/>

Or you can learn more about me here:

<http://jillholman.com/about/>