



Client overview: Simply Supplements is one of the leading & fastest growing health supplements company in UK. It sells over 150 products ranging from traditional vitamins, multivitamins & minerals. Simply supplement offers its customers to order products online & also to place their order on phone.

Challenges: Even though the website & domain is trustworthy & have been serving buyers for a long time, Simply supplements was facing stiff competition from competitors, some of them retailing giants. They experienced dwindling ranks in existing ranking of keywords & absence of ranking in profitable product segments.

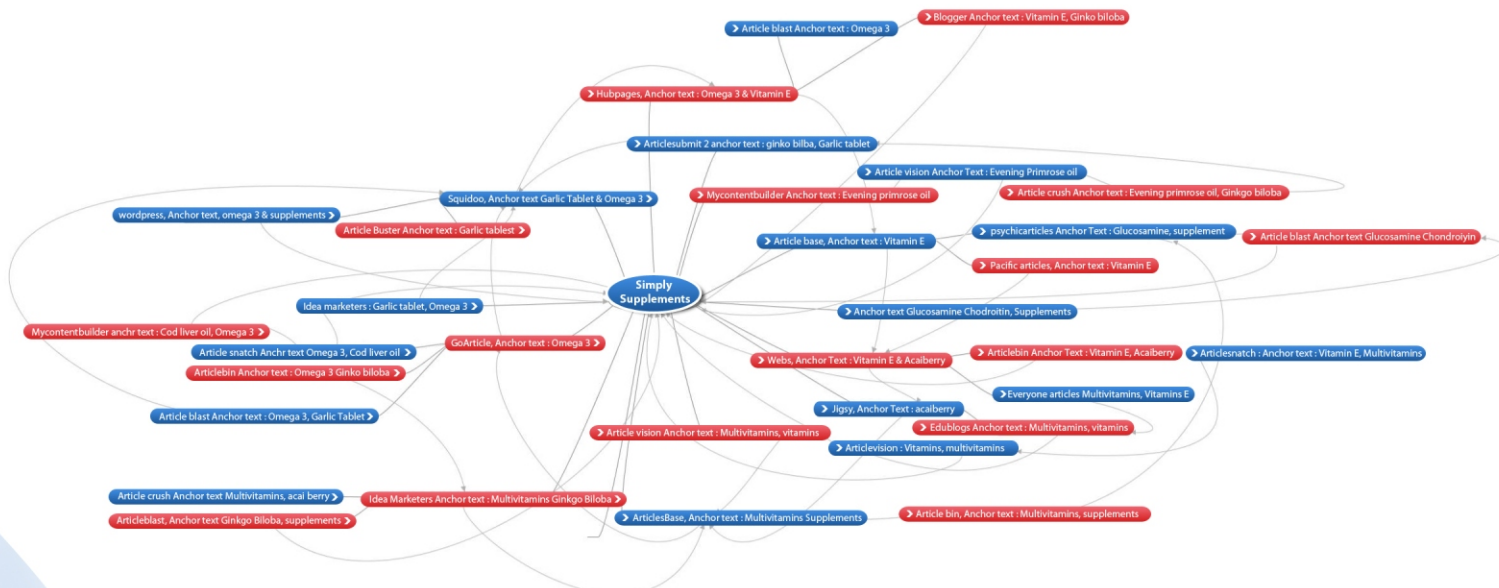


Keyword	Google UK
Glucosamine chondroitin	4
Glucosamine	5
Glucosamine sulphate	5
Cod liver oil	6
Ginkgo biloba	6
Evening primrose oil	7
Supplements	9
Omega 3	10



Our Solution: Our experts planned an aggressive SEO campaign which included updating on page changes on the website so that the desired keywords are better targeted. The off page SEO campaigns included careful link building campaign with carefully researched articles on healthcare generating back links. Press release was used for syndication of important news for search engine, consumers and journalists to find it.

To supercharge the ranking we devised link wheel campaigns with unique & informative contents to bring massive link juice to the concerned pages & boost up the rankings. Unlike the linkwheel commonly used which are made of rehashed & low quality content which are easily identified & penalized, we used unique & engaging content with complex link wheel architecture which ensured sure shot success . Just take a look at one of the many link wheel we created:



Result: Simply supplement was ranked for some of the most competitive keywords on internet which resulted in increased sale order by 400% and profit for the company .