



CASE STUDY

Our SEO campaign focused on increasing **ROI** and improving **conversion rates** for Ancient Hair Secrets. We increased the number of visitors to **2,619** in just **three months!**

A Little About Ancient Hair Secrets

Ancient Hair Secrets is an online hair product store specializing in organic and natural hair products for customers with a range of hair issues like hair thinning and hair loss. The company is run by Tseghe, an Ethiopian woman living in Colorado, who was inspired by her grandmother's story to create high-quality products that promote hair growth and volume.

All their products are made with the 7PE or 'seven plant extracts' formula that heals the scalp and strengthens hair roots for thicker and lustrous hair. Popular products by Ancient Hair Secrets include:

- ✓ Natural Detoxifying Shampoo & Serum Kit
- ✓ 7PE Complete Hair Growth Kit
- ✓ Leave-In Protection Conditioner
- ✓ Natural Hair Relaxer Straight Perfection
- ✓ Detoxifying Shampoo
- ✓ Beard Shampoo

Identifying The Performance Gaps

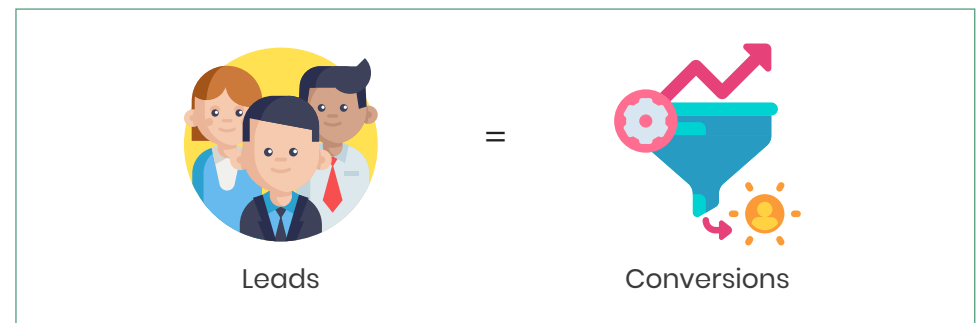
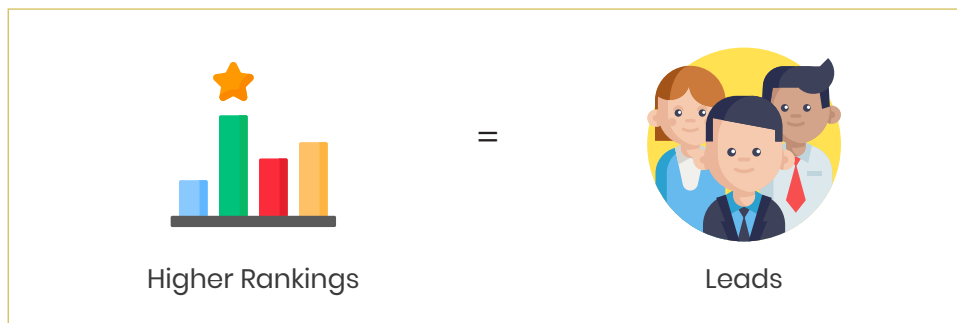
Running a business in a market with little product differentiation is challenging. Despite using a unique formula for her products, Tseghe felt that becoming a market leader was far out of her reach. That is, until she decided to use the internet and social media to advertise her brand.

Tseghe's single greatest asset was a personal story that would **establish the credibility of her products** and make them stand out in an already saturated industry.

Our SEO Strategy!

Ancient Hair Secrets required a digital marketing partner who could create a compelling online presence for the company and generate sales through convertible leads.

She wanted to leverage the power of website optimization, content marketing and social media marketing to generate more leads and improve conversions—and who could've been a better fit for all this than Search Berg's SEO specialists?



Setting The Stage For Success The Search Berg Way!

After a thorough analysis of the hair care industry, leading competitors, Search Berg highlighted a few digital marketing objectives that would put Ancient Hair Secrets on the map.

We identified the products that performed best on the client website and advised the company to promote these products through online ad investment for higher conversion rates.

In addition to streamlining the ad campaign, our comprehensive SEO strategy focused on:

- ✔ Creating keyword-optimized **blogs** and articles to drive organic traffic to Ancient Hair Secrets' website
- ✔ Launching a social media marketing strategy to grab the attention of the target audience.
- ✔ Optimizing the website for mobile users for better conversions and more sales.

Did we generate promising results? Have a look for yourself!

Here's All That We Accomplished

Deploying our SEO campaign went a long way in helping Ancient Hair Secrets make its mark in a highly competitive market. While the results came in slow in the beginning, the trajectory of their improvement was massive.

Our reports show a substantial increase in organic website traffic between February 2020 and May 2020, as shown in Figure 1. Where initially the website only received 478 visitors, now it had climbed up to a whopping figure of **2,619 visitors!**

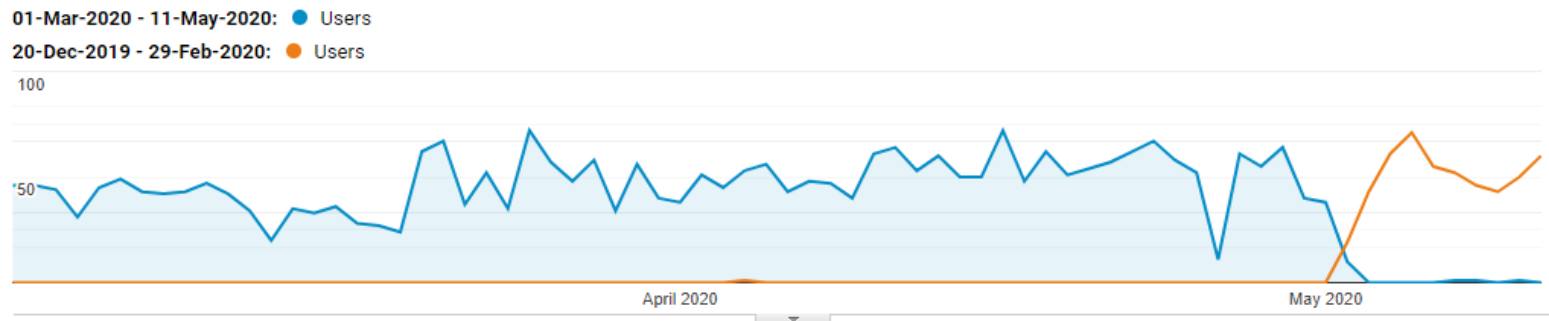


Figure 1: Organic traffic for Ancient Hair Secrets from March-May 2020

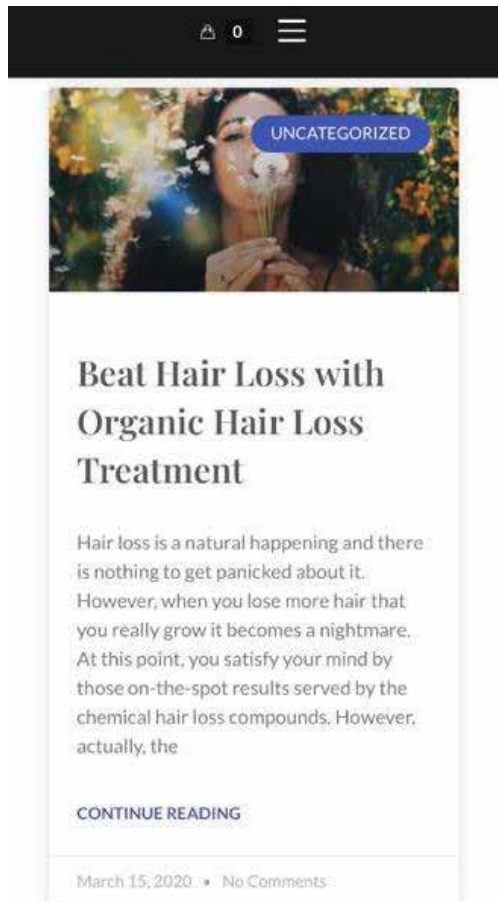
Comparative Analysis Of The Keyword Rankings

Our monthly reports showed that Ancient Hair Secrets ranked as number 4, 5, and 6 on Google's SERPs after SEO. This was a drastic improvement from appearing on the 7th and 15th pages of Google's search engine results.

The table shows some of these keywords, their ranking before Ancient Hair Secrets came to us, and their ranking after we employed our SEO strategies.

S. No.	Keywords	Before SEO	After SEO
01	African Americans hair growth serum	6	4
02	natural hair growth products for African American	7	5
03	African American hair growth serum	7	6
04	hair growth shampoo for African American hair	15	9

Table 1: Keywords and rankings for Ancient Hair Secrets



Focusing On A Winning Content Marketing Strategy!

Within a few weeks of deploying our SEO campaign, Ancient Hair Secrets saw a boost in traffic to their website sourced from social media platforms.

This was achieved through keyword-rich content in the form of blogs and articles that encompassed various hair issues faced by the target audience.

The approach established Ancient Hair Secrets as a viable solution to the potential customer's needs.



A Result-Driven Social Media Strategy

The most successful aspect of our SEO campaign was the robust social media strategy that generated **671 visits** to the website between February 2020 and May 2020.

As shown graphically in Figure 2 below:

- ✓ The number of new users to the website sharply spiked from **6 to 652**
- ✓ And the number of people who returned to the website spiked from **86 to 671**

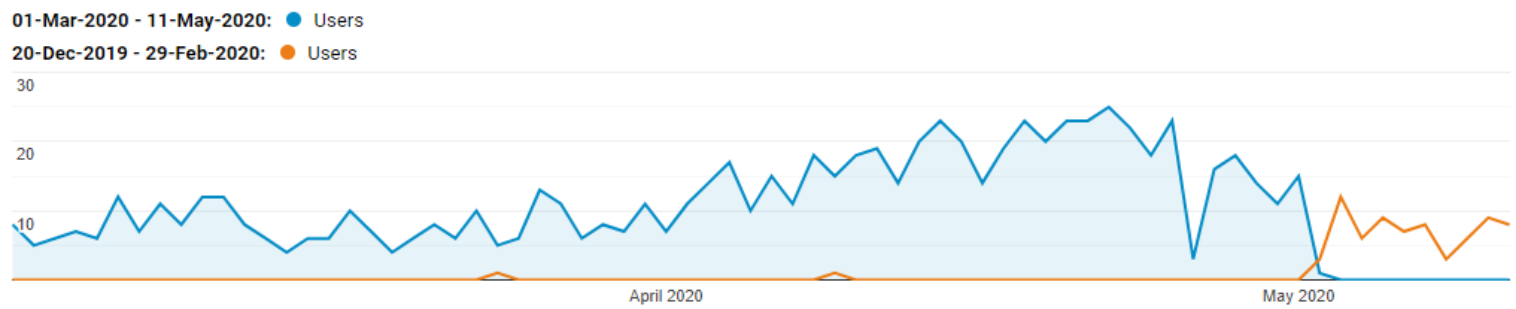


Figure 2: Social media engagement for Ancient Hair Secrets

Organic Traffic Generated To The Website Through Mobile Devices

As seen in Figure 3, a total of **4,687** visitors using smartphones landed on Ancient Hair Secrets' website, as compared to 657 that visited the site before May 2020. This was a monumental improvement compared to the website receiving only 657 visitors before SEO.

Acquisition		
Users ? ↓	New Users ?	Sessions ?
613.39% ↑ 4,687 vs 657	614.11% ↑ 4,656 vs 652	668.05% ↑ 5,914 vs 770

Figure 3: Mobile traffic to the website for Ancient Hair Secrets

Some Of Our Published Work!

To take a look at some of our work, here are some of our published content for Ancient Hair Secrets:

INFOGRAPHICS

Stunning and informative infographics!



BLOGS

Detailed, engaging and keyword-rich blogs!



Beat Hair Loss with Organic Hair Loss Treatment

Home > 2020 > March > 15 > Uncategorized > Be:

7Pe_admin - March 15, 2020 -
Uncategorized - 0 Comments

Hair loss is a natural happening and there is nothing to get panicked about it. However, when you lose more hair that you really grow it becomes a nightmare. At this point, you satisfy your mind by those on-the-spot results served by the chemical hair loss compounds. However, actually, the chemical products affect your hair more than those really serve some benefit in hair loss. This is because they have got those harsh side effects. Instead, if you use the natural hair loss treatments you can easily bag up some solid results without messing with any kind of botheration further. Scroll down to continue reading.



The Benefits of Natural Oils for Hair

Home > 2020 > March > 15 > Uncategorized > Th

7Pe_admin - March 15, 2020 -
Uncategorized - 0 Comments

The benefits of natural oils for hair and as part of the very best natural hair growth products in the world are often missed in our busy post modern world.

Many people are looking to sterile labs, test tubes, white smocks and electron scanning microscopes for a "miracle-in-a-bottle," while missing the very things they want and need from naturally occurring plants in the world around us. Many of the ancient "secrets of natural oils and natural hair growth products are being overlooked in the quest for a "magic bullet."

7Pe_admin - December 13, 2018 - Blog -
0 Comments

We all dreamed of having long and healthy hair, and of course, it never grows fast enough for us! Yes, but we often take the problem upside down: for hair growth, it is necessarily them to be healthy and well protected. However, we don't know what works best for hair growth and what doesn't. Beware of the miracle products you see on TV, beware of professional products that are rich in silicone (oh yes you have never had such soft hair, must understand the damage after ...)! In short in this article, we will talk about hair, how to maintain, what products are to avoid but also (it is the most interesting) those who have significant effects and in the long term significantly accelerate growth!

Below are TWO important names which you must be aware


(1) Keratin

The hair naturally grows about 1 cm per month,

ARTICLES


Interesting and educational articles posted on popular third party websites!

← Ancient Hair Secrets

4 Beard Growing Mistakes And How To Avoid Them 

April 09, 2020

So you're [growing out your beard](#) and you've exhausted every rule and tip on the internet but your beard just isn't growing right. Don't worry! Most African-American men can relate! Beard growth can be hard for ethnic men but that doesn't mean it can't be done.



If your beard isn't growing properly even after taking good care of it, you might be unconsciously



Hire Search Berg To Dominate SERPs!

Since working with Search Berg, the ROI for Ancient Hair Secrets has never been the same and translated into higher sales and revenue. With our help, Ancient Hair Secrets now reaps the benefits of a result-oriented SEO campaign that increases qualified leads!

Search Berg provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a **call!**