

Optimal Connections, LLC

Web Design, Marketing and SEO Case Study

HypnoDr.com

Background:



The HypnoDr.com web site belongs to one of the leading Hypnotherapists in Orange County – Vrisayda Porshu Bogges, BCH, Ph.D.c. Vrisayda is a Certified Clinical & Medical Master Hypnotherapist, Master NLP

Practitioner, and Master Time-Line Therapy™ Practitioner. She is also a personal success development counselor, lecturer, and educator that is much sought after for her one-on-one professional treatments as well as a speaker for groups and corporations.

Business Challenges Faced:

Vrisayda's previous web site was not fulfilling her expectations in a number of areas. First, although the site included basic content concerning her credentials and services, prospective clients were not able to locate her site using search engines like "Yahoo" and "Google". Second, when visitors were given the URL to her site and were able to locate it, the site did not deliver the impact and richness of content desired.

Why did Vrisayda choose Optimal Connections to help her address these challenges? Three reasons: 1) we are equipped to transform web page text into content that has real impact; 2) we offer web design services that apply an exciting new 'look and feel' to web sites, and 3) we offer Search Engine Optimization services that achieve top rankings and attract more web traffic.

The Solution:

The three-phased solution delivered by Optimal Connections included the following. First, we enhanced all of the content on the site to make it more informative and engaging. Second, our web design services applied an exciting new 'look and feel' to the site, along with several additional features. Third, we engaged our search engine optimization services, achieving top rankings for the new site in the major search engines.

Benefits:

Vrisayda's site – www.hypnodr.com – is now redeployed with a very professional and exciting new 'look and feel'. She has added new functionality that allows her to sell recordings over the web, and plans are in place to enhance the e-commerce aspects of the site even further. Although we are still in the process of optimizing, her site has already achieved 11 first place rankings, 50 top 10 rankings, 66 top 20 rankings, and 79 top 30 rankings. Targeted web traffic had increased dramatically, resulting in many new clients for her practice.

Customer Comments:

"I am extremely grateful for the job well done by Optimal Connections and their staff of experts. They have transformed my web site into a professional and updated site that expresses who I am and what I have to offer the public. Best of all, because of my higher ranking, my message will be seen by hundreds of more people; thus ultimately increasing my business. Optimal Connections, you have been patient with me throughout the process of rebuilding my site. I find Optimal Connections to be highly professional and a pleasure to work with. Thanks Paul, Ron, & staff."

Vrisayda Porshu Bogges, BCH, Ph.D.c
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