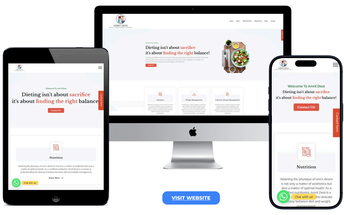
WEB ASTR

SUCCESSFUL SEO CASE FOR AMIT DEOL HISAR BY WEBASTR

PROJECT HANDOVER DATE : 20 JULY 2025 **SEO START DATE :** 21 JULY 2025 **ONGOING PROJECT DATE :** 5 NOV 2025

WEBSITE

AMRITDEOL.COM



VISIT WEBSITE

Introduction

We worked on an SEO project for Amrit Deol's website to improve online visibility, strengthen keyword performance, and optimize site structure. Our goal was to boost search rankings, increase traffic, and attract more clients looking for nutrition and lifestyle guidance, helping the brand grow its online presence effectively.

Challenges

The main challenge was low website visibility and poor keyword ranking on search engines. The site also lacked proper on-page optimization, had limited backlinks, and slow page performance. Our goal was to fix these issues, improve search presence, and make the website more discoverable to potential clients.

Goal

The goal was to increase the website's search visibility, attract more organic traffic, and improve keyword rankings. We aimed to strengthen the site's online presence, boost audience engagement, and help potential clients easily find Amrit Deol's nutrition and lifestyle services through effective SEO strategies.

SOLUTION

SEO GOAL

The main SEO goal was to improve the website's ranking on Google by targeting relevant keywords, optimizing content, and building a strong online presence. We aimed to drive more organic traffic, enhance website performance, and convert visitors into potential clients through consistent and result-driven SEO practices.

CONTENT MARKETING

Our content marketing goal was to create engaging, keyword-rich content that connects with the target audience. We focused on writing blogs and website content that educate, inform, and build trust. This strategy helped improve search rankings, increase user engagement, and strengthen Amrit Deol's online brand presence.

WEBSITE STRUCTURE

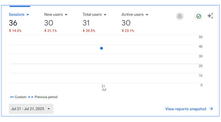
We improved the website structure to make it more organized, user-friendly, and SEO-optimized. Clear navigation, proper internal linking, and clean URL structures were implemented to help search engines crawl the site easily and provide visitors with a smoother browsing experience.

SEO RESULTS:

GOOGLE ANALYTICS

ON 21 JULY 2025

BEFORE



ON 5 NOV 2025

AFTER

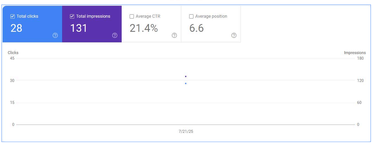
IMPROVEMENT NOTE:

After implementing strong SEO strategies, the website achieved outstanding growth — sessions increased from 36 to 5.2K, new users from 30 to 4K, total users from 31 to 4K, and active users from 30 to 4K. This remarkable improvement highlights the power of SEO in boosting visibility, organic reach, and user engagement.

GOOGLE SEARCH CONSOLE

ON 21 JULY 2025

BEFORE



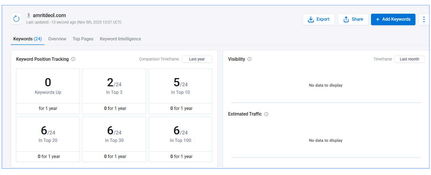
ON 5 NOV 2025

AFTER

IMPROVEMENT NOTE:

The comparison clearly shows a strong improvement in website performance. Total clicks increased significantly from 28 to 2.91K, and impressions rose from 131 to 35.6K, reflecting a major boost in visibility and engagement. The CTR improved to 8.2%, and the average position remained stable at around 7, indicating sustained keyword ranking strength. This data highlights the effectiveness of SEO efforts in driving organic growth, improving site visibility, and successfully reaching a wider audience.

KEYWORD RANKING



Keyword	Search Intent	Start	R...
hormone health coach ...		1	1
hormone health coach ...		1	1
health coach in chandi...		43	5
fitness and nutrition ex...		7	7
fitness and nutrition ex...		7	8
top diet nutritionist in c...		18	18
diet nutritionist in chan...		25	> 100
top diet nutritionist in t...		> 100	> 100
health coach in chandi...		5	> 100
heartland of india		74	> 100
dietitian in chandigarh ...		> 100	> 100
healthy diet for weight ...		84	> 100
weight loss services mo...		> 100	> 100
nutrition plan for lean ...		6	> 100
chronic condition supp...		> 100	> 100
top diet nutritionist in c...		21	> 100
diet nutritionist in chan...		89	> 100
top diet nutritionist in t...		86	> 100
heartland of india		79	> 100
dietitian in chandigarh ...		72	> 100
healthy diet for weight ...		82	> 100
weight loss services mo...		> 100	> 100
nutrition plan for lean ...		6	> 100
chronic condition supp...		> 100	> 100

IMPROVEMENT NOTE:

The recent performance report shows a significant improvement in keyword ranking and overall visibility compared to the previous period. Currently, 2 out of 24 keywords are ranking in the top 3 positions, 5 keywords are within the top 10, and 6 keywords are in the top 20—indicating stronger SEO traction and better organic presence. High-performing keywords like "hormone health coach," "fitness and nutrition expert," and "top diet nutritionist in Chandigarh" have achieved leading positions, reflecting effective on-page optimization and targeted content strategies. This steady growth highlights consistent progress in organic performance and increased domain authority over the past year.

CONCLUSION

Improved website visibility and organic reach through effective SEO strategies, leading to higher traffic and stronger keyword rankings. Enhanced brand credibility and online presence within the health and nutrition industry. Consistent growth in user engagement and domain authority, ensuring long-term stability and continued success in search results.

THANK YOU

FOR VIEWING THE PORTFOLIO

FOR MORE INFORMATION

VISIT WEBASTR

DM ME TO START A CONVERSATION