

sound oasis®
sleep better. feel better. live better.®

SOUNDOASIS



CATEGORY: Health

LOCATION: United States, Massachusetts, Marblehead

BUSINESS BACKGROUND:

Sound Oasis provides sleeps and sound therapy products. It's a leading company in the same industry. The brand offers sound machines, tinnitus and vibroacoustic therapy devices, sleep masks, pillows, and digital downloads. They focus on delivering a superior sound therapy experience by combining cutting-edge patented technology, top-in-class sounds, and collaboration with leading sleep and sound therapy musicians and medical experts.

MARKET COMPETITORS:

Competitors include numerous strong sites in United States. The competitor's business had high traffic with good on page optimization content quality and internal linking structure as well.

PROJECT GOAL:

One of the primary goals of Sound Oasis is to increase the visibility and recognition of a brand among the target audience, after that Sound Oasis wants to convert website visitors into leads and customers. Sound Oasis set the some additional goals of achieving a significant organic presence, and thus planned to achieve the following objectives:

- A. Boosting organic traffic
- B. Shoot up revenue by 100%
- C. Increasing the impressions
- D. Improve keyword quality score

CHALLENGE:

Soundoasis website internal linking, SEO title's and Meta description was not correct. To achieve the goals Kudosta Seo team performed a dedicated blue print, which helped in raising traffic and conversions.

SOLUTION:

Evaluate whole Sound Oasis on-page optimization efforts such as Meta tags, headers, content quality, and internal linking structure, improved website functionality & usability as well. Compare these elements to competitors' websites to see if there are any gaps or areas for improvement.

- A. Boost readability score
- B. Build Internal linking
- C. On & Off page activities
- D. Brush up Content Quality
- E. Adding weblogs
- F. Improved Website Functionality & Usability
- G. URL inspection in Google search console
- H. Upgrade page loading

RESULTS:

SEO Results Summary:

