



## Case Study

# Propecta Leads Dramatic SEO Recovery & Growth for Green Mountain



**Propecta**  
SEO Results Partner

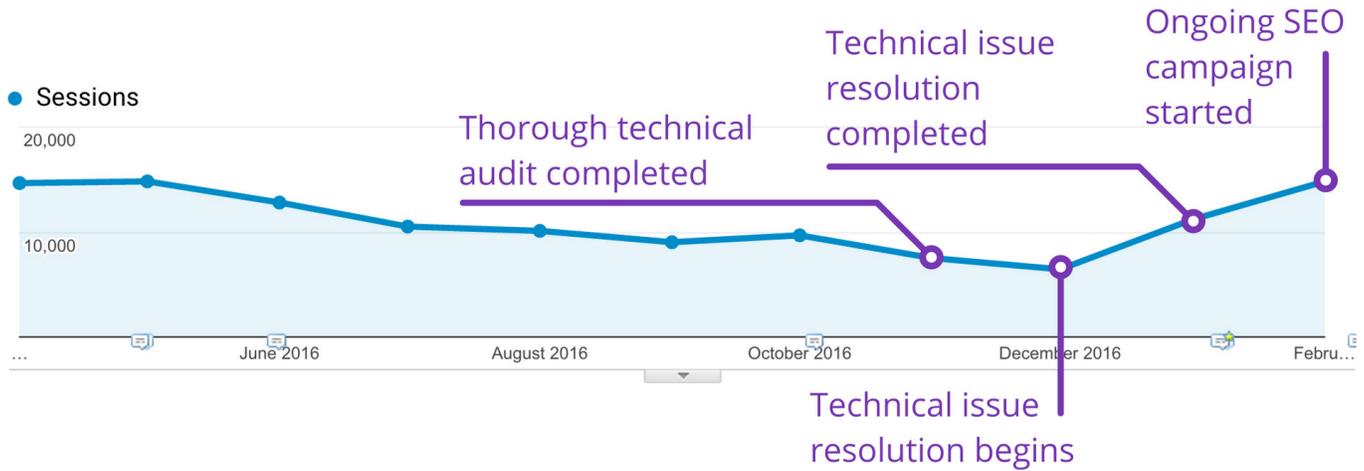


GREEN MOUNTAIN  
AT FOX RUN

Green Mountain at Fox Run is a retreat center in Vermont exclusively for women who struggle with weight, emotional and binge eating, and food addiction. They are the oldest establishment of their kind in the country, and women come from all over the world for the life changing experience they offer.

After providing thought leadership for 30 years in both academic circles and popular culture, Green Mountain had built a healthy brand reputation and strong organic search traffic. However, after a number of problematic website changes and re-launches, the Green Mountain team noticed a sharp drop in their organic search traffic.

After months of effort working with multiple firms, Propecta stepped in around November, 2016, and in just a few months, halted and reversed the downward spiral that was threatening Green Mountain. By January, a month-over-month analysis showed **a 73% increase in organic website sessions, including a 144% increase to their main sales page.**



## Problem: SEO Metrics Caught in a Downward Spiral

By the time Green Mountain at Fox Run found Propecta in the autumn of 2016, organic traffic to their website had plummeted-caught in a downward spiral over the previous 10 months. The site had been through a number of challenges, including a number of Google penalties and suffering from various Google algorithm updates over the previous year. The brand was only ranking on page one of search results for a couple of their core keywords.

*We had worked with a number of SEO firms in marketing agencies that either made the problems worse, or honestly didn't know how to fix them, but Nate demonstrated obvious expertise and talent right from the start. I knew we had finally connected with a team that had some serious SEO chops.*

Alan Wayler, Executive Director and Owner, Green Mountain

As the Propecta team began a manual technical audit of the site, other problems began to present themselves as well: thin content, unstrategic blog categories, slow load times, and more. The Green Mountain site was falling victim to a well-intentioned focus on engagement SEO that jumped ahead of crucial technical considerations.

## Solution: Cleanup of High-Priority Technical SEO Tasks

Propecta's technical team performed a thorough, 120-point technical SEO audit, using multiple tools to ensure accurate, specific, and unbiased results. We then carefully evaluated the effort required, and anticipated impact, of every SEO resolution. Tasks that would produce the best results were prioritized and carried out first. Findings were prioritized based on expected impact.

*The site had to be healthy before we could even begin to discuss content or engagement SEO. Our technical team-lead by our rockstar SEO Analyst, Jessica Hartman-tackled all the critical items first and went on to thoroughly address every technical issue. Looking at the impact this made, it was clearly exactly what Green Mountain needed.*

Jacob Baker, Account Strategist, Propecta

Propecta's technical team completed a long list of high-priority technical tasks, including:

- Migrating the site to a new hosting provider and switching the entire site to HTTPS, followed by a reevaluation of issues that remained.

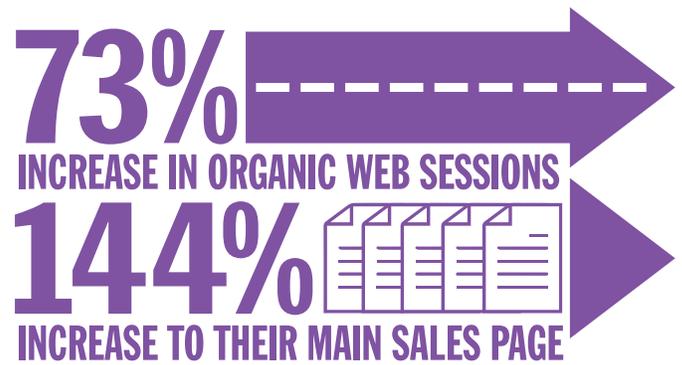
- Creating and submitting an updated link disavow file.
- Optimizing existing news and PR content by moving it to crawlable URLs.
- Optimizing blog content with updated categories, improved URL structure, strategic SERP snippet content, structured data, updated author list, etc.
- Removing almost 200 broken external links and fixing almost 100 broken internal links. Redirecting the CDN to a subdomain and submitting changes to Google.

There is almost always some technical SEO work that can be done on any website, but experience has taught the Propecta team which tasks will actually drive meaningful results. Focusing on the most high-priority work drove the progress Green Mountain was anxious to see.

## Results: Organic Presence Recovered and Growing

Just one month after Propecta cleaned up Green Mountain's technical SEO profile, the site rebounded. By February, the site enjoyed a 73% increase in organic website sessions, including a 144% increase to their main sales page. Green Mountain saw an increase in conversions in January as a direct result of improved organic rankings and traffic.

*To say that we were excited to see the growth so soon would be an understatement. After*



*helplessly watching organic traffic decline for almost a year before meeting Propecta, I was overjoyed to see not only a month of growth but a month of significant improvement.*

Alan Wayler

Since the initial improvement, organic rankings and traffic have continued to climb steadily. From November to February:

- The Green Mountain website saw a 97% increase in organic sessions.
- Clicks from organic search rose by more than 7200 monthly sessions.
- All eight keywords in one of the primary keyword composite groups continue to improve, month-over-month, in organic rankings and are now ranking on page one.

## The Future: SEO Content that Drives Revenue

A successful first month has set the stage for a promising future. Propecta continues to support Green Mountain with advanced technical SEO monitoring, strategic SEO

*“We were, of course, nervous to jump into another technical SEO project, but this time we began to see results almost immediately.”*

Alan Wayler, Executive Director and Owner

leadership, and a detailed content marketing strategy. Where the company's digital presence previously struggled to keep up with search engine updates and changing SEO standards, Propecta is making sure that the Green Mountain brand is moving forward with modern SEO best practices like AMP pages and mobile-friendly functionality.

*After bringing our traffic levels to near-historical highs, we are already seeing steady growth even beyond that point. I always look forward to the strategic direction that Propecta continues to bring to the table. Working with Nate and the team at Propecta goes beyond just business, it's personal - in the most positive way possible. A great partnership.*

Alan Wayler

Propecta's specialized keyword and user intent research are already providing unique insights about how Green Mountain's target audience is

using search engines, what kind of content they are looking for, what answers they need, etc. Propecta's editors and strategists will continue to use this information to help Green Mountain create a content strategy that puts the brand right where their audience needs them.

As we move forward, our team is working on earning high-quality links for Green Mountain's site, and developing relationships with influencers in their industry. Propecta has also begun a thorough AdWords audit to make sure the account is structured properly, that data is segmented appropriately, and that features and strategies are all being optimized.

With technical considerations cleaned up, and systems in place for monitoring backlink profiles and Google algorithm changes, the Green Mountain at Fox Run website is poised for success.

## Meet the Team



Jessie Hartman  
SEO Analyst

[jessie.hartman@propecta.com](mailto:jessie.hartman@propecta.com)



Rebecca Levinson  
Account Strategist

[rebecca@propecta.com](mailto:rebecca@propecta.com)



Nate Dame  
CEO

[nate@propecta.com](mailto:nate@propecta.com)

Propecta is a results-oriented SEO agency trusted by forward-thinking companies and some of the world's largest B2B and technology brands. With proven people, processes, and tools, Propecta builds holistic, high-impact SEO strategies. We then support and train internal teams or execute full-service, resulting in a strong organic search presence that generates significant revenue.



**Propecta**

SEO Results Partner