

## 7 month **SEO** for Avoca's verruca treatment

Purple Frog have carried out a seven month SEO Campaign on the \*\*\*\*\* site, aimed at growing traffic to the '\*\*\*\*\* Wart & Verruca Treatment \*\*% \*\*\*\*\* Stick'. This has been achieved by creating a singlar landing page (/verruca-removal/) which housed explaintory videos and calls-to-action which directed users to **chemist.co.uk** where they could purchase the product.

In the 8-month period, Purple Frog has grown the page's **average monthly visitors from 20 (in May 2017) to 1,839 in November 2017**. This is growth of 9,000%. In **November**, the page appeared **100,854 times in Google's search results (Impressions), across 683 keywords** which, on average, **ALL appeared on the first page**. This compares to just 690 Impressions (in June 2017).

Users clicking on the call-to-action (CTA) rose **from 3 (in June 2017) to 196 in the last-30 day period**. This is growth of 6,400%.

