

Verruca SEO pilot Campaign Review

[/verruca-removal/](#)

NB this review was completed in September 2017
and growth has continued exponentially since then



Four month **SEO pilot** for Avoca's verruca treatment

**** Group initiated a four month pilot SEO campaign around verruca treatment in the UK to target end-users looking to buy the '***** Wart & Verruca Treatment **0% ***** *****'.

After an initial month of set-up, a four month programme of Search Engine Optimisation has been targeting a specific landing page (.com/verruca-removal/) in order to boost its organic ranking in Google.

This document will explain: the campaign actions; its successes; and outline the recommended next steps, in order to amplify this campaign and replicate the success across different areas.

Initial set-up month:

- After some research, several keywords were chosen (**up to 8,000 monthly UK searches**). They were:
 - verruca removal;
 - verruca on foot;
 - best verruca treatment;
 - getting rid of verrucas;
 - best treatment for verrucas;
 - best way to get rid of verrucas;
 - best way to get rid of a verruca.
- Two videos describing the product and its uses were edited, and uploaded.
- The landing page **/verruca-removal/** was created and optimised to Google's **best practices**. The videos and CTAs directed end-users towards chemist.co.uk where they could purchase the product.

Four month's of SEO (May '17):

- Using recognised methods, high-quality links have been built pointing towards the landing page. This has improved the page and domain's authority or TrustFlow in the eyes of Google, meaning it is more likely to appear in UK result pages for relevant terms like 'verruca' and 'verruca removal'.

N.B. SEO campaigns have a delayed response, thus the results detailed in this document will only get better.

CAMPAIGN SNAPSHOT

“The campaign has been a success, in terms of both Google appearances and end-users going onto chemist.co.uk. As a start point, *****.com did not appear in the first 8 pages for any of our target keywords. Furthermore, the landing page /verruca-removal/ appeared just 118 times in its first month. It now has a **growing monthly appearance 19,939** - and we expect this to increase. ”

Campaign headlines (/verruca-removal/):

Impressions in first 30 days = 118

Impressions in the last 30 days = 19,939 (an increase of 16,797%)

Sessions in first 30 days = 31

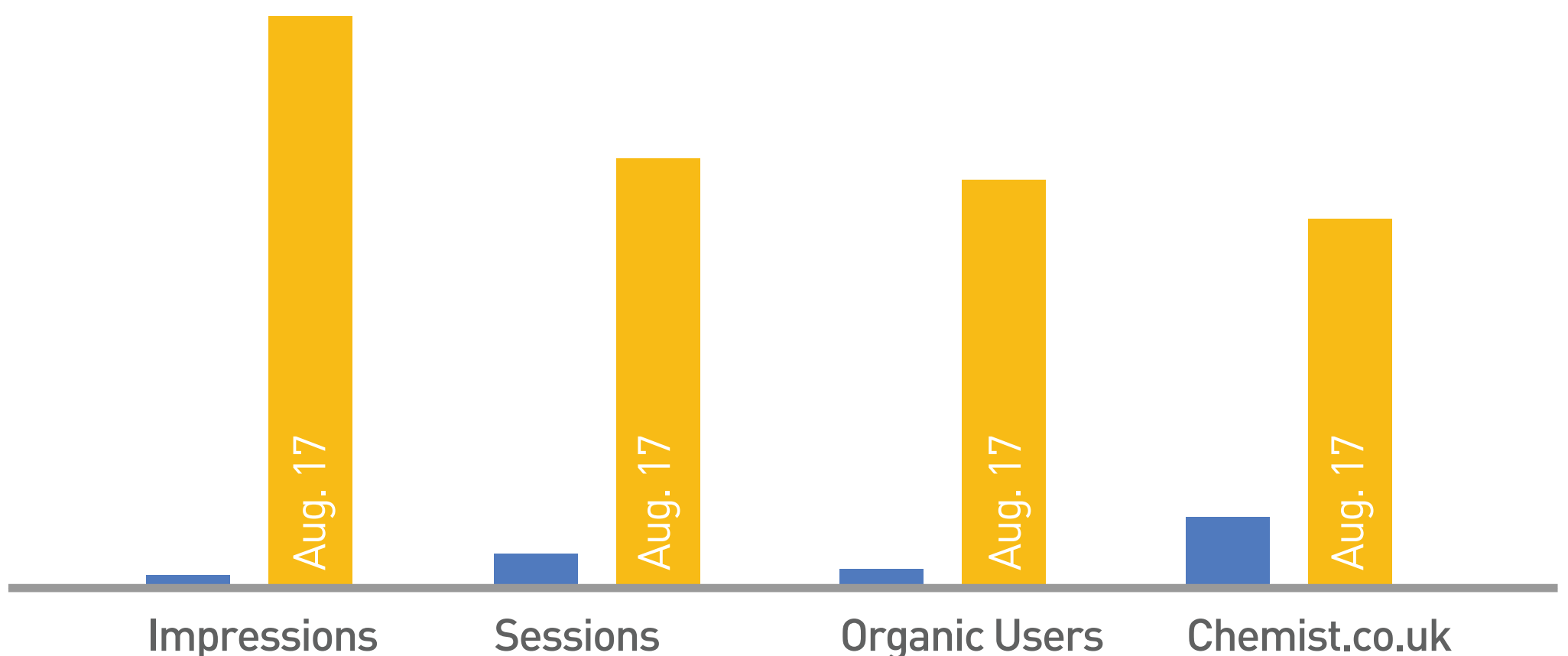
Sessions in the last 30 days = 387 (an increase of 1,148)

Organic users in first 30 days = 13.

Organic users in the last 30 days = 348 (an increase of 2,576%)

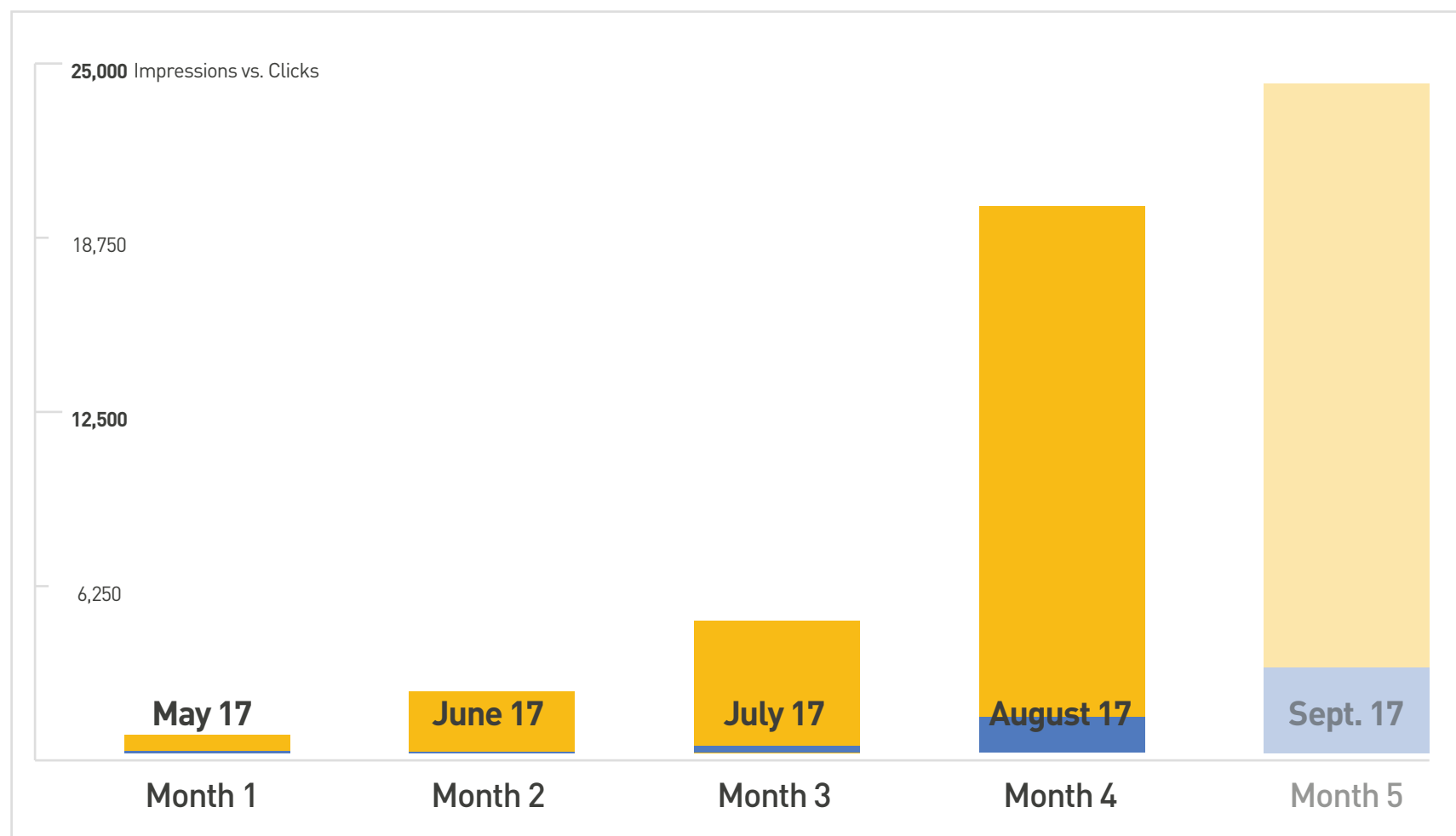
Users clicking through to chemist.co.uk in first 30 days = 4

Users clicking through to chemist.co.uk in last 30 days = 41 (an increase of 925%)



The landing page's performance in Google

Growth of /verruca-removal/'s visibility in Google



N.B. Month 1 / May 17 started on the 18th April and ran for 30-days. Each 'month' thereafter represents a 30-day period from the corresponding reporting date (i.e. Month 3 is 23/07 - 21/08).

Metrics from /verruca-removal/ performance in Google

	Clicks	Impressions	Avg. position	CTR
May 17 (M1)	13	118	9.0	1.3%
June 17	8	650	34.3	1.2%
July 17	70	4,475	29.0	1.6%
August 17 (M4)	300	19,939	12.0	1.5%
Sept. 17 (15-day prediction)	350	24,218	11.0	1.5%

The landing page's **visibility for specific keywords**

Top 10 branded keywords (users who **know** who are you)

Keyword / phrase	Clicks	Impressions	Position
silver nitrate verruca treatment	18	70	1.8
silver nitrate verruca	12	66	2.0
silver nitrate for verruca	7	40	3.7
avoca verruca	0	34	3.6
avoca wart and verruca treatment	2	26	4.1
avoca verruca treatment	0	17	3.2
avoca medical	0	2	6.0
avoca online	0	2	33.0
avoca wart & verruca treatment	0	2	4.5
avoca silver nitrate pencil	0	1	4.0

Top 10 non-branded keywords (users who **don't know** who are you)

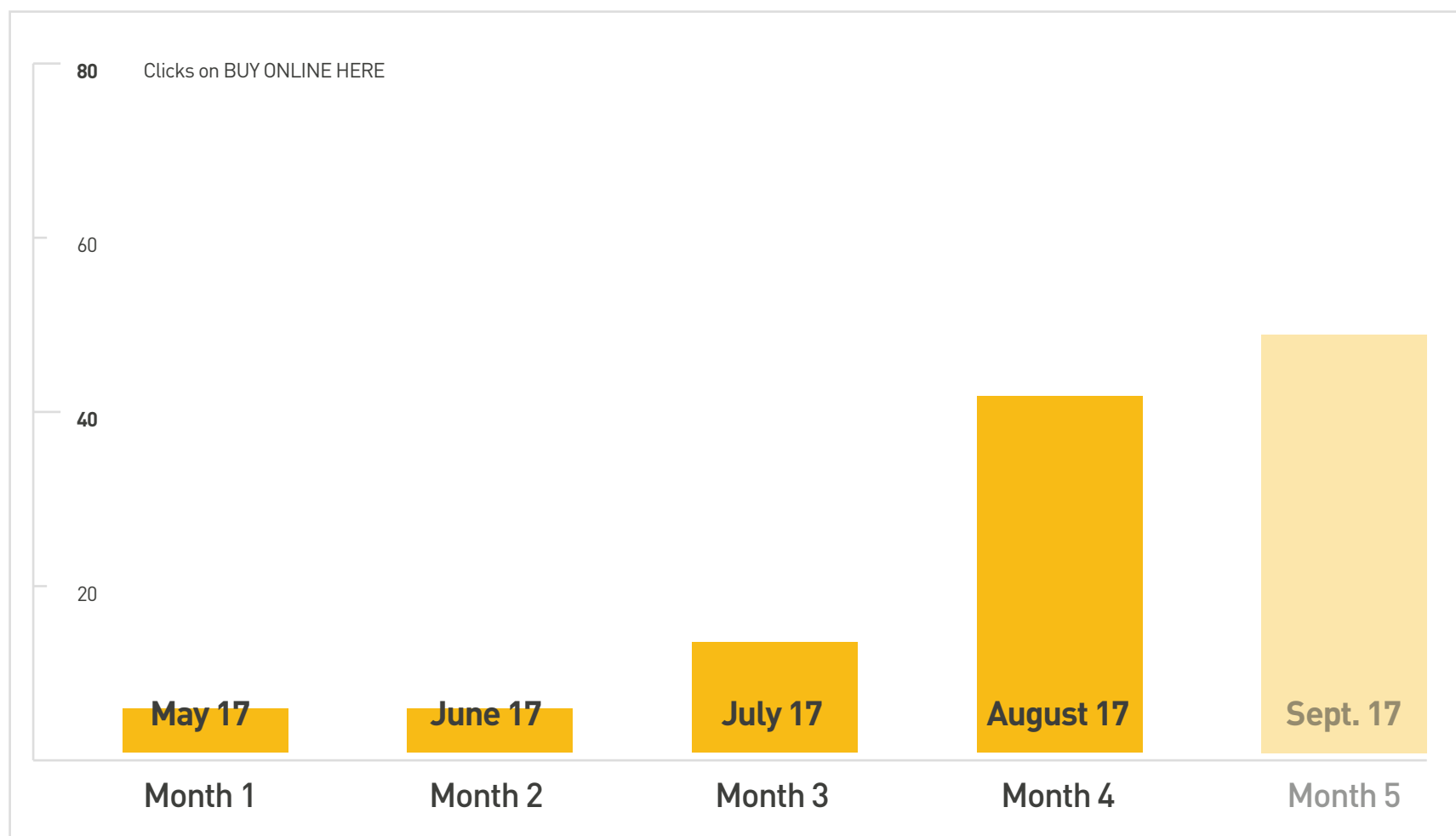
Keyword / phrase	Clicks	Impressions	Position
verruca removal	84	5,593	9.2
verruca	49	4,938	12.6
verruca treatment	25	2,496	11.2
best verruca treatment	6	591	11.2
verucca	3	515	12.0
verruca on foot	7	454	10.4
verucca removal	1	213	8.8
how to get rid of a verruca	1	201	12.6
verruccas treatment	0	186	29.0
veruca on foot	0	186	9.8

N.B. The misspelling of 'verruca' is deliberate.

“As you can see from the above figures, you are being well found for Non-brand related keywords. Not only this but these are highly competitive keywords and ***** is now appearing alongside: NHS; Bazuka; Wiki; Victoria Health; Scholl; Super drug; etc. This indicates that you are being **found by searchers who never knew about you** before seeing your page, and with **15% of all Organic Users clicking through to chemist.co.uk**, these are highly targeted potential customers.

User engagement & actions on the landing page

The growth of **Users clicking through to chemist.co.uk**



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Metrics from **User Engagement** on /verruca-removal/

	Unique page Views	Bounce rate	Clicks on CTA	Session Duration
May 17 (M1)	40	46%	4	2:42
June 17	29	71%	4	1:46
July 17	182	82%	15	6:26
August 17 (M4)	423	83%	41	5:33
Sept. 17 (15-day prediction)	540	83%	44	5:19

UPDATE: NOVEMBER 2017

Since this report was compiled, the client has continued the package which has led to the following results for the landing page: (correct as of 1st Dec 2017)

Last 30-days **Impressions:** 99,743
(growth of **183%** on previous period)

Last 30-days **Clicks:** 1,719
(growth of **100%** on previous period)

Last 30-days **Clicks on primary CTA:** 191
(growth of **97%** on previous period)

Avg. position in Google for:

- verruca: 9.6
- verruca removal: 5.3
- verruca treatment: 4.9