

**NINA ROSS™**

HAIR THERAPY

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## CASE STUDY

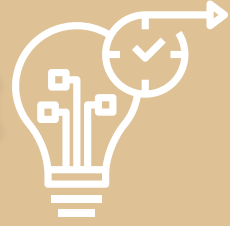


[WWW.NINAROSS.CO](http://WWW.NINAROSS.CO)

# NINA ROSS™

HAIR THERAPY

## BACKSTORY & FUTURE



Nina Ross Hair Therapy was founded by Board Certified Trichologist, Holistic Health Practitioner, and Master Cosmetologist Nina Ross and Jamaal Lassiter, formerly a Corporate Communications Specialist for an industry-leading Health Research company.

The couple combined their passion for holistic wellness with entrepreneurship and birthed a growing titan in the Trichology industry.

To bring the brand of Hair Therapy to as many people as possible, the company is rapidly expanding into the e-commerce space as well as strategizing toward adding more brick & mortar clinics across the continental U.S. Stay tuned!

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## STARTED FROM SCRATCH WITH US

In partnership with Nina Ross Hair Therapy, we revamped the website and improved the Google business profile.

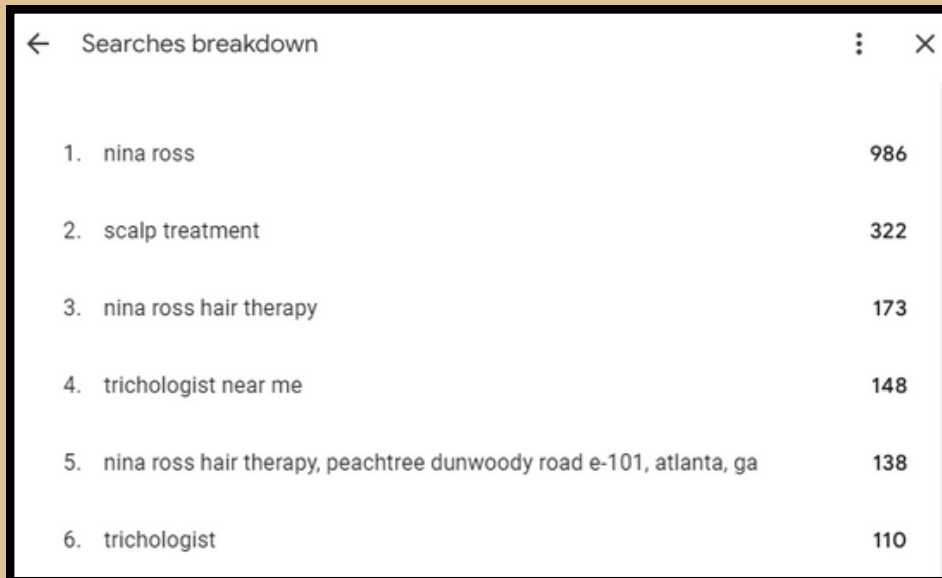
### Client's Expectation

With the aid of SEO, they hope to reach as many people as possible with the brand. Additionally, the business is growing in the e-commerce sector.

### Results achieved in GMB

Compared to 2022, the number of calls for the months of September 2023-January 2024 has increased by **55.52%**. There have been **825 calls** from the Google business profile in the last five months, from September 2023 to January 2024.

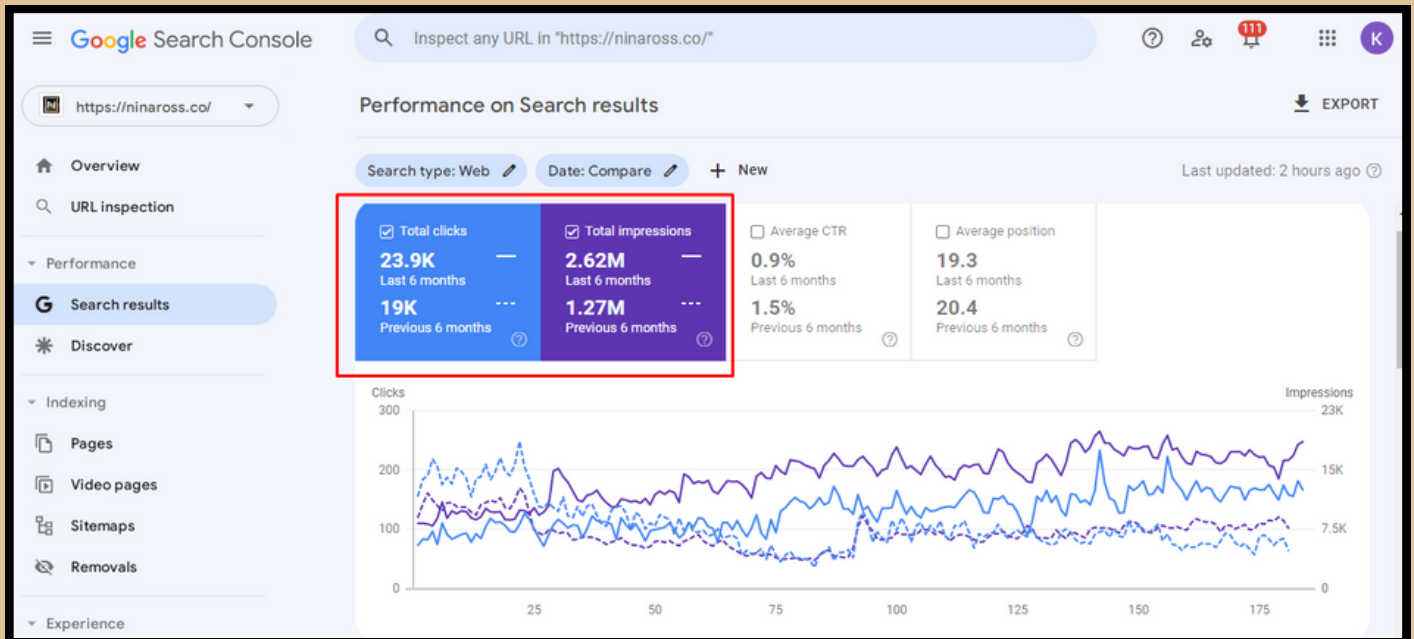
Search terms that show Nina Ross Hair Therapy's Business Profile in the search results.



Search Term	Count
1. nina ross	986
2. scalp treatment	322
3. nina ross hair therapy	173
4. trichologist near me	148
5. nina ross hair therapy, peachtree dunwoody road e-101, atlanta, ga	138
6. trichologist	110

## Google Search Console

Here is the traffic comparison screenshot of the search console for the last 6 months and the previous 6 months. For the last 6 months, the site has gotten **2.62 million** total impressions and **23.9K** total clicks. For the previous 06 months, the site got **1.27 million** total impressions and **19k** total clicks.

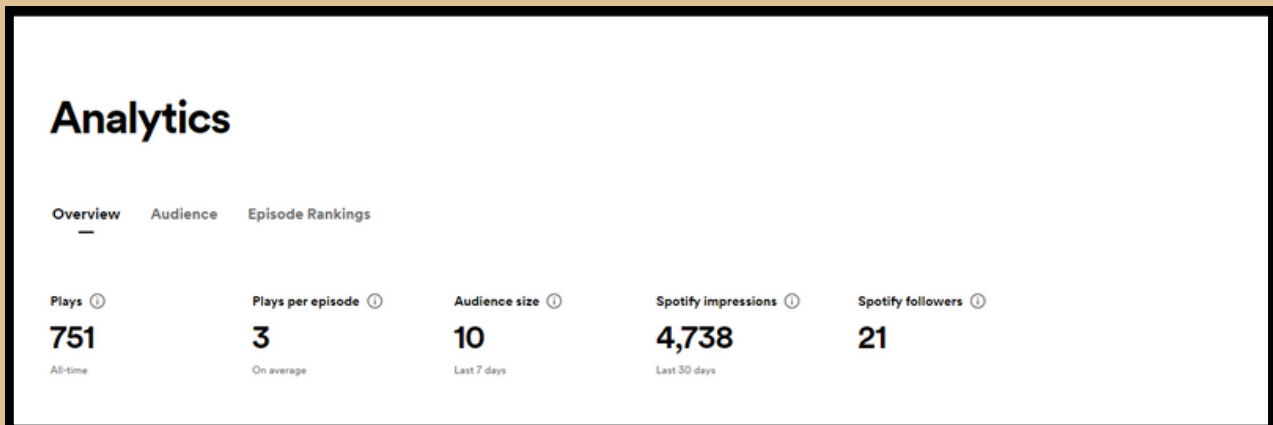


## Top Performing Keywords

Keyword	Position
trichologist atlanta	2
black trichologist atlanta	1
black trichologist	1
dht block spray	1
black trichologist near me	2
holistic trichologist atlanta	1
hair therapy specialist	2
black trichologist	2
black trichologist atlanta	3
hair therapy atlanta	4
hair fall therapy atlanta	4
trichologist for black hair	3

# List of Tasks Executed

**Podcast:** Concerning the part on expertise We conducted direct brand engagements using podcasts. And the podcasts are producing such excellent outcomes.



**HARO:** We used media outreach to build trust, and our article was posted on highly DA authority sites. Here are some live links:

<https://www.stylecraze.com/articles/fight-itchy-scalp-with-home-remedies/>

<https://www.shefinds.com/collections/hair-loss-remedies-dangerous-ineffective/#slide-1>

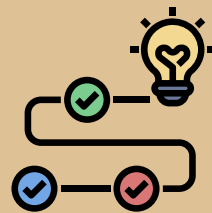
<https://21ninety.com/best-hair-oil-curly-hair>

<https://afrolovely.com/black-women-hair-care-tips/>

**Local SEO:** We have targeted local audiences by concentrating on our Google business profile, and we have made contact with local partners. This tactic aids in increasing the website's exposure in localized search results.

**Q/A platforms:** We have taken part in several forums like [www.hairlosstalk.com](http://www.hairlosstalk.com), Reddit, and Quora in an effort to increase traffic and interaction.

## Conclusion



An effective SEO approach may make all the difference in the world, as Nina Ross's business, which was suffering, turned into a successful one.

The impact that a well-designed digital marketing strategy can have on a company's overall performance and growth is demonstrated by this case study.