



The Happy Goddess®

THEHAPPYGODDESS



CATEGORY: Self Improvement, Spirituality

LOCATION: United States, Bradenton, FL / Houston, TX

BUSINESS BACKGROUND:

The Happy Goddess's motive is to help people live happily and embrace their inner and outer beauty. Sandra is the owner of this organization. She has done Master's Degree in Business and 20+ years of experience in Corporate America. She received her 'Heal Your Life® Teacher' certification in May 2006, her Life Coach certification in May 2009, and Teacher Trainer in October 2016 and Coach Trainer in October 2017.

MARKET COMPETITORS:

With the rise of online learning, there are several platforms that offer self-help courses and workshops. These could include life coaches, spiritual teachers, motivational speakers, and holistic healing practitioners. Some of them might have workshops that focus on similar themes as the "Heal Your Life" workshop, in which some are hold their place already at top level Such as:

1. Louise Hay Foundation: The "Heal Your Life" workshop was created by Louise Hay, a renowned author and founder of the Louise Hay Foundation. The foundation offers various workshops, events, and training programs based on Louise Hay's teachings and philosophy.
2. Hay House is a well-known publisher and events company specializing in self-help and personal development. They offer various workshops, including online programs focused on healing and personal growth.
3. Heal Your Life Workshop: The official website of heal your life workshop leaders and coaches are helping individuals and groups worldwide to achieve their personal goals and enrich their lives.

These are some top level competitors from which happy goddess had to be compete.

PROJECT GOAL:

One of the primary goals of The Happy Goddess is to identify competitor's online presence by visiting their websites, social media profiles and some other online platforms. Examining their messaging, branding, content and engagement with their audience. Focused on the strategies they use to promote there workshops and engage with participants. Additionally, the goals evolve over time as the project progresses.

CHALLENGE:

The biggest challenge faced by the Kudosta team while doing the SEO of Happy Goddess was that the images were too large and the content too out of place. There are so many unused pages on the site that the page load time were increasing. The site UI was very outdated, missing meta tags and weak URL structure were some of the other flaws.

STRATEGY:

To differentiate and position of The Happy Goddess workshop effectively. Kudosta set the strategies of achieving a significant organic presence, research and analyse each competitor's offerings, target audience, pricing, and reputation and thus planned to achieve the following objectives:

- A. Grow organic traffic
- B. Elevate revenue by 100%
- C. Increasing the impressions
- D. Regular updating and posting blogs

SOLUTION:

- A. Added meta tags
- B. Build Internal linking
- C. On page activity
- D. Off page Solutions
- E. Brush up Content Quality
- F. Worked on page indexing
- G. Improve the site URLs
- H. Implemented long tail keyword variation
- I. Upgrade page loading
- J. UI Improved

RESULTS:

SEO Results Summary:

 **91.66%**
Of Page Views Increased

 **3.13%**
New Users Increased

 **997**
New Page Clicks

 **60.9K**
New Impression