dōTERRA®

Dominating Search: Attaining Top 3 Rankings Within a Year



dōTERRA is a purveyor of pure essential oil products with the goal to change the world one drop at a time. Their thoughtfully sourced essential oils meet strict quality standards and empower customers and their loved ones to seek healthier products for an enriched standard of living.

BACKGROUND

When the COVID-19 pandemic impacted the essential oils market, our client decided to boost revenue by diversifying their product offerings. That's when dōTERRA came to VELOX for an innovative SEO campaign that would help ensure they remained on top of SERPs despite the unprecedented shifts happening in the industry.

GOALS

- Generate $217,000+ per month in new revenue
- Move and keep campaign keywords in top 3 rankings
- Increase traffic to campaign landing pages as a result of improved keyword rankings

VELOX

OUR STRATEGIC APPROACH

dōTERRA was already a well-known brand when they partnered with us. They needed an organic SEO strategy that proved their business could scale and bring in even more dollars with top 3 SERP results.

Our team took a holistic approach to help dōTERRA's already highly-ranked keywords reach top 3 positions, implementing technical and on-page SEO along with targeting the highest-converting keywords and pages.



RESULTS

8 Keywords
Top 3

9 Keywords
Top 10

54% Increase
Top 10 Keywords

#1 Featured
Snippet in Just 4 Months

17% Increase
Organic Search Transactions

9% Increase
Monthly Organic Search Transactions

12% Increase
Monthly Organic Search Revenue

$220,000
Average Monthly Organic Search Revenue

WORKING WITH VELOX

VELOX is an award-winning, ROI-focused digital marketing agency that specializes in strategy, organic search marketing optimization, paid media, and web development. We take pride in working with our clients to build more productive and revenue-driving businesses.

PROVEN SUCCESS

As a full-service, revenue-focused digital marketing agency, VELOX is recognized as a Google Premier Partner—among the top 3% of agencies globally—because we consistently exceed client expectations. Our fully customized campaigns are tailored to achieve your growth goals and conservatively target 400-800% ROI.

100% Pure

bareMinerals

IMAGE SKINCARE

BIOEFFECT

MINERAL FUSION

BEAUTYBIO

ANDALOU NATURALS

PRIMALLY PURE

HOW WE ACHIEVE RESULTS

1. Meet & Greet
2. Opportunities Research
3. New Revenue Potential Model
4. Easy Wins
5. Complete Campaign
6. Earn & Optimize

WHO WE ARE

Our team of experts is diverse, but they have one thing in common: a passion for helping digital businesses dominate their verticals. VELOX's team works together to give our clients unprecedented success. Whether this means discovering a profitable keyword group, optimizing existing ad campaigns, or more, we put the time in to deliver results.