



A Case Study of EHS Water's Traffic Growth

Background

EHS Water, a top water filtration provider, strives to ensure clean drinking water for homes and businesses. Despite offering advanced filtration systems, the company faced challenges in standing out in the competitive industry. Its website lacked traffic, and larger competitors overshadowed its brand presence.

OVERVIEW

This case study tracks EHS Water, a filtration company, as it enhances its online presence and traffic. Confronting stiff competition and low brand awareness, EHS Water employs SEO, content, social media, and ads. The result? Remarkable increases in website visits, brand visibility, and sales.



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CHALLENGES

EHS Water struggled with lead generation and online visibility due to poor search engine ranking, intense competition, and a weak online presence with minimal social media following.

STRATEGY

To enhance its online presence, EHS Water devised a comprehensive digital marketing strategy. This included Search Engine Optimization (SEO) to optimize its website, content marketing through informative blog posts and collaborations with industry experts, increased social media engagement across platforms like Facebook, Instagram, and LinkedIn, targeted advertising campaigns on platforms such as Google Ads and Facebook Ads, and lead generation methods such as email marketing and landing page optimization to attract and convert potential customers.



SEO



PPC Ads



Content Marketing



Social Media Marketing

RESULTS

1

Increased Website Traffic

Within a few months of executing the strategy, EHS Water experienced a substantial increase in website traffic, with a 200% surge in monthly visitors.

2

Enhanced Search Engine Rankings

Through strategic SEO initiatives, EHS Water achieved higher rankings on SERPs for relevant keywords, driving more organic traffic to its website.

3

Improved Sales Performance

The surge in website traffic translated into tangible business outcomes, with EHS Water witnessing a notable uptick in inquiries, leads, and sales of its water filtration products and services.