

# The OCD & Anxiety Center

## Business Background

The OCD & Anxiety Center team uses research-based strategies to treat mental and psychiatric disorders. The team consists of experienced and knowledgeable therapists. These pros use their know-how to develop customized treatment strategies to meet their patients' unique mental healthcare needs. On a mission to lend a healing touch to wounded souls, the OCD & Anxiety Center team has helped several kids, adolescents, and adults conquer their inner demons. Empathy is crucial in mental health care. Therefore, [The OCD & Anxiety Center](#) therapists go the extra mile to make their patients feel comfortable and win their trust. They create a relaxing and calming environment before every therapy session. During therapy sessions, they use various techniques to bond with their patients and encourage them to release their inhibitions and open up to them.

## Market Competition

Some competitors of the client are Pathlight Mood & Anxiety Center, Anxiety and Stress Center, and Konick and Associates.

## Challenges

- Website speed- the site took forever to load
- The client saw a drop in website conversion rate and website traffic
- The website was not rendering properly on mobile
- Website content was dated and irrelevant
- All in all, the website failed to deliver a good user experience

## Tasks

- Our SEO team audited the website. The aim of the audit was to identify the design elements that were slowing the website down
- We eliminated unnecessary design elements and tweaked the ones that weren't serving their purpose
- We optimized the website for mobile. Our design team redesigned pop-ups. We migrated to a responsive WordPress theme and enabled Accelerated Mobile Pages

➤ Our content team wrote authority content that addressed the pain points of the target audience. Our content wizards used images to pique interest and infographics to break down complex information into consumable forms

## Actions

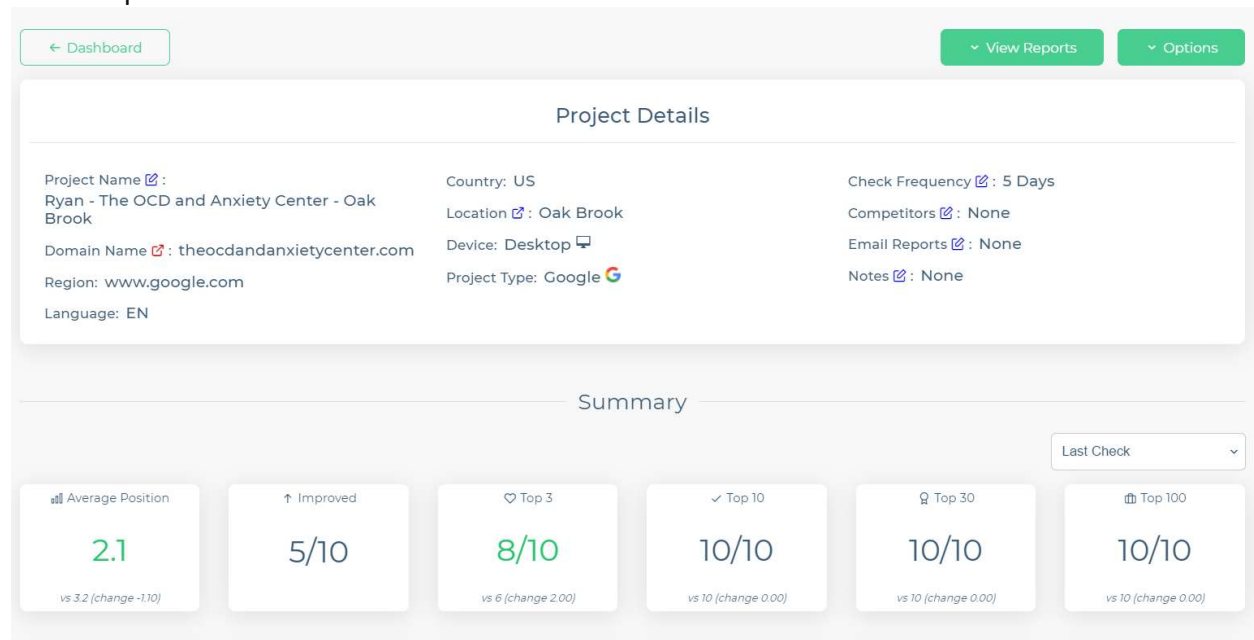
We simplified the website design. Our SEO team optimized website navigation. Images and other large files were optimized. Our content team wrote impactful content to engage the client's target audience. We reduced redirects, enabled compression, and used browser caching to speed up the website.

## Time Frame

The project was started in April 2020 for link building and content marketing campaign, which brought successful results & rankings to the client.

## Project Goal

Our main goal was to improve the website's user experience, so more people visit it, and visitors spend more time on it.



# Conclusion

All our hard work paid off. We were successful in driving quality traffic to the website, and the website conversion rate increased drastically.

