



Alyssa Corso's Case Studies

[Alyssa Corso](#), founder and consultant of Alyssa Corso LLC, is an SEO strategist focusing on the healthcare sector. With demonstrated expertise in scaling organic traffic for startups and established healthcare organizations, she transforms search visibility into sustainable growth.

The following case studies showcase measurable results achieved through SEO strategies developed and implemented under Alyssa's leadership. All traffic and ranking data is sourced directly from Ahrefs.

Leading SEO at Nourish: How I Increased Nourish's Traffic by 1,400% in 6 months

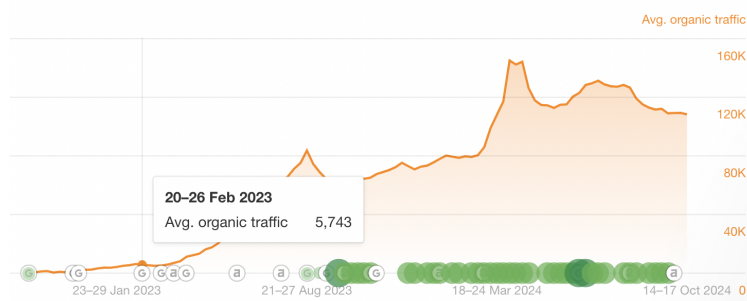
Nourish Overview

- [Nourish](#) is helping people eat better, more easily, with a food as medicine platform. They connect people with a telehealth Registered Dietitian, food, and mobile app to improve their nutrition, all covered by health insurance.
- They launched two years ago and have thousands of dietitians and hundreds of thousands of patients on the platform.
- Nourish is a fast-growing startup that has partnered with national health insurance companies and provider groups and has raised over \$44M from top-tier VCs including Index Ventures, Thrive Capital, Maverick Ventures, Y Combinator, and Box Group, amongst others.

The Problem



- Before I joined Nourish, the team explored the potential growth of organic search initiatives to grow their patient base. At the time I joined, the company had around 5,600 monthly visits.



- They weren't seeing much traffic growth after publishing articles and didn't have the SEO expertise to build a competitive SEO program.
- There were inconsistencies across their content quality.

SEO Goal & Objectives

- **Increase blog traffic:** The goal was to grow traffic by 25% month over month once we validated the keywords to go after.
- **Increase blog conversions:** Understand how to make blog posts more engaging to increase the conversion rate (users booking their first appointment with a dietitian).
- **Rank for high-intent queries:** Develop landing pages to rank for queries like "dietitian near me".

SEO Strategy

- **Improved EEAT and user experience:** I recognized the need to improve EEAT (Experience, Expertise, Authoritativeness, and Trustworthiness) on the Nourish blog, especially because it's a YMYL (Your Money or Your Life) niche. I implemented a medical review process with dietitians and trained them on how to review articles. I created author pages for all writers and reviewers to

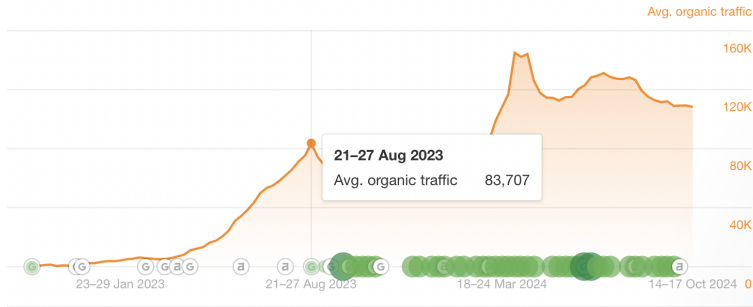


show their expertise. I also further developed their style guide so that writers used trustworthy references (scientific journals, studies, etc).

- **Developed a content production process:** To reach the traffic goals, I developed a content production process where articles were assigned at the beginning of the month and were due at the end of the month. This ensured articles were going through all necessary processes: edits, medical review, and uploaded into the CMS.
- **Ran A/B tests:** To understand user behavior on articles, I ran A/B tests using convert.com, Crazy Egg, and Optimonk. I also natively launched tests in Webflow and tracked them using Amplitude.
- **Earned high-quality backlinks leveraging RD expertise:** I utilized tools like Qwoted to increase high-quality backlinks to the website to improve our domain authority and outrank competitors.
- **Developed location, insurance, and health condition landing pages:** After conducting keyword research and analyzing competitor pages, I developed landing pages targeting different locations (ex. Dietitian near Jersey City), insurances (ex. UnitedHealthcare dietitian), and health conditions (ex. Diabetes dietitian). I ran tests to increase the rankings of these pages.

Results

- **1,400% traffic increase in 6 months:** By focusing on long-tail, low-difficulty keywords and clustering the topics to increase topical authority, Nourish saw steady traffic growth, starting with about 5,600 monthly visits in February 2023 and increasing to ~84,000 by August 2023 (a slight traffic decrease followed due to a Core Algorithm Update).



- **Increased user engagement and conversions:** After running A/B tests and understanding which articles were more likely to convert into patients, we saw a steady increase in first appointments. While it's difficult to conclude the increase in revenue (due to insurance coverage), the tests run provided concrete learnings. We also understand the type of content where users engaged more, such as meal plans or foods to eat for [Condition].

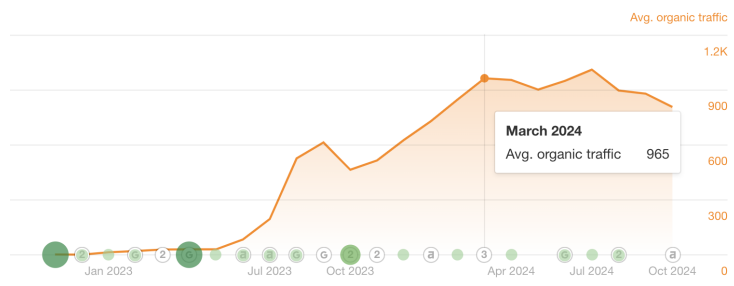
Keyword	Intents	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
+ 7 day gallbladder diet menu	1	4	11.0K	4	0.04	3,948	0	1	https://www.usenourish.com/blog/7-day-gallbladder-disease-menu-plan 1 more
+ 21 day anti-inflammatory diet pdf	1 N	1	15.0K	4	0.64	1,785	0	3	https://www.usenourish.com/blog/anti-inflammatory-diet-recipes
+ 7 day meal plan for pancreatitis	1	2	4.1K	5	0.04	1,481	0	1	https://www.usenourish.com/blog/7-day-meal-plan-for-pancreatitis 1 more
+ what foods to avoid if alkaline phosphatase is high	1	2	12.0K	12	0.03	1,444	0	3	https://www.usenourish.com/blog/what-foods-to-avoid-if-alkaline-phosphatase-is-high 1 more
+ 7-day meal plan for ulcers	1	4	3.0K	6	0.04	1,085	0	2	https://www.usenourish.com/blog/7-day-meal-plan-for-ulcers 1 more
+ nourish dietitian	1 N Branded	6	1.9K	12	3.52	992	0	1	https://www.usenourish.com/local-dietitians/chicago-illinois 1 more
+ 7 day meal plan for gastritis	1	3	3.1K	8	0.04	915	0	2	https://www.usenourish.com/blog/7-day-meal-plan-for-gastritis 1 more
+ usenourish	N	4	2.3K	5	3.22	842	0	1	https://www.usenourish.com/ 6 more

^ Some of the top performing keywords Nourish ranks for. We built significant topical authority around meal plans, which were high engagement and high traffic. When I first started working with Nourish, the site ranked #13 for "Nourish". Now, they rank #1 for this keyword, saving money on Google Ads and increasing brand awareness.

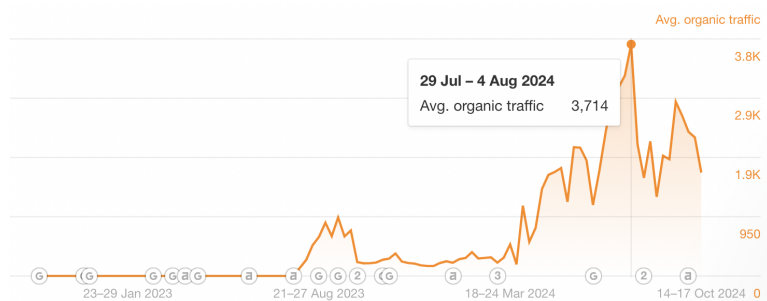
- **200+ new landing pages with thousands of visits per month:** I developed 200+ new landing pages and ran tests to understand how to increase



rankings. If a test was successful (ie, improved traffic), I launched it on all pages.



^ Condition page traffic growth targeting keywords like, "Diabetes dietitian".



^ Local landing page traffic growth, targeting keywords like "dietitian near me".



^ Insurance landing page traffic growth, targeting keywords like "UnitedHealthcare dietitian near me".



- **Domain rating improved by 20%:** By earning high-quality backlinks ([like this](#) and [this](#)), Nourish's domain rating gradually increased, and it supported the increase in traffic.
- **Reduced CAC on paid channels:** During my time at Nourish, the growth team scaled paid channels and increased spending. By investing in SEO and organic search, the team observed reduced and consistent CACs. [AdLift researched this](#) in more detail!

Testimonial

"Alyssa was foundational in creating Nourish's SEO program: from building the initial groundwork to understand performance, to scaling our processes significantly as traffic increased. She thrived as our team's SEO expert. She's a self-starter and was always looking to be at the forefront of the latest SEO practices. I would be happy to work alongside Alyssa again in the future."

– Calvin Wang, Previous Head of Growth at Nourish

Conclusion

- By developing a comprehensive SEO strategy, I helped Nourish achieve exceptional results in just six months.
- This rapid growth in organic search performance contributed significantly to the company's patient acquisition efforts, helping them connect even more people with a registered dietitian covered by insurance.
- If you're looking for similar results and want to scale your organic growth, I can help implement proven strategies to increase traffic, conversions, and visibility for your business. Let's discuss how we can achieve these results together!

SEO Consulting with Joon: Going from 500 Visits to 7,500+ Visits in a Competitive YMYL Space



Joon Overview

- [Joon Health](#) is an integrated behavior improvement platform for kids, starting with behavior disorders like ADHD, autism, anxiety, and depression. In Joon, kids access a game-based digital therapeutic where they level up when they do real-life behaviors that are managed by parents and clinicians.
- After launching in January 2022, they already reached over 18K active paying subscribers. Joon has raised over \$6M in funding from top investors like Y Combinator, Goodwater, MaC Venture Capital, Dune Ventures, Blue Lion Global, Arash Ferdowsi (Dropbox), Dan Carroll (Clever), Austen Allred (Bloomtech), and Alex Cohen (Carbon Health).

SEO Goals and Objectives

- **Develop an SEO strategy:** By analyzing competitors and understanding Joon's value props and resources I created an SEO strategy to plan the approach.
- **Understand keyword potential and positioning:** I created a list of keywords for Joon to create content on based on the pain points of parents utilizing the Joon app.
- **Increase traffic:** Ultimately, we wanted to increase traffic to the Joon website and validate organic search as a growth channel.

SEO Strategy

- **Sourced high-quality writers:** To create SEO content that ranks, I helped the team find writers to create content and provided feedback as needed. I also wrote a few articles myself, [like this one](#), to kickstart blog production!
- **Established a content production process:** I created a content production process using Google Sheets. This sheet tracked article assignments and status and ensured articles were published promptly.
- **Improved EEAT:** I trained the team to create a medical review process and display it on the website. I also helped the team create author and medical review pages. Along with a medical review process, I established a style guide for writers to follow and set standards for the articles.



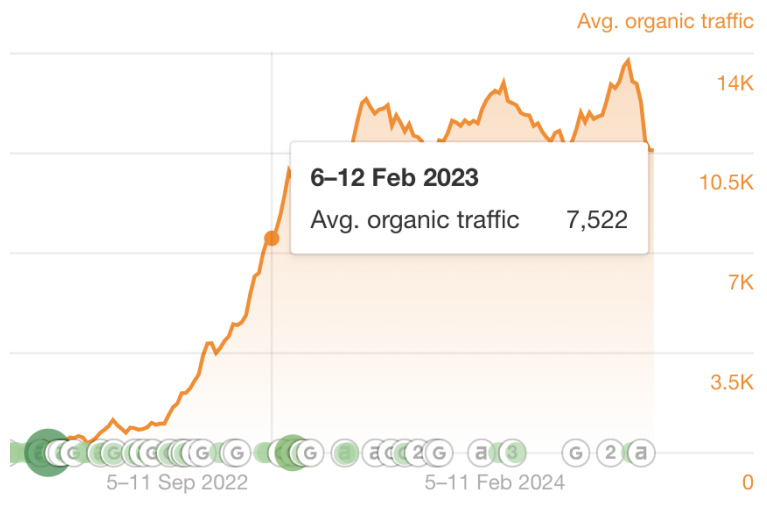
- **Sourced low-difficulty, paint point-based keywords:** The target audience for Joon is parents who have children with ADHD or a behavioral disorder. Because ADHD is a broad audience, I focused on keywords that would target parents' pain points. [Here's an example.](#)

Results

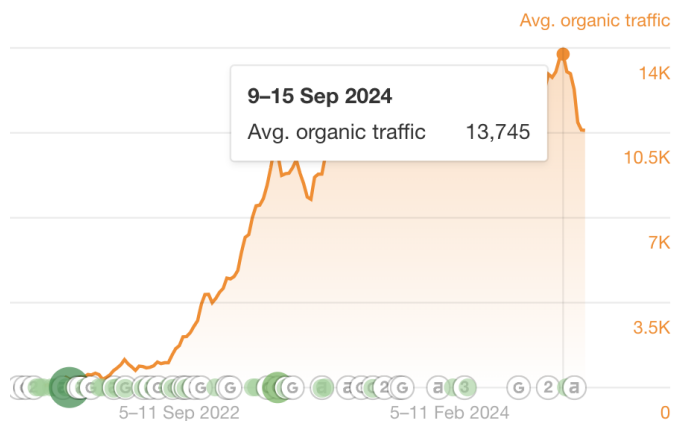
- **Increased monthly visits from 500 → 7,500+ (meaningful) monthly visits:** During my time working with Joon, traffic increased significantly month over month – this traffic was meaningful to the company due to the keyword strategy we put in place, targeting parent pain points.



^ Joon's traffic right before we started working together.



^Joon's traffic when we stopped working together.



^Joon continued implementing the strategy I put in place and continued to see success.

- **Ranked in positions 1-3 for high-intent keywords:** Part of my SEO strategy was tailoring content toward the pain points of Joon's target audience. After developing multiple clusters for content in this category, Joon's articles ranked in the top positions.



☐ Keyword	Intents	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
☐ + joon	N Branded	2	3.7K	38	7.58	1,038	0	1	https://www.joonapp.io/
☐ + joon app	1 Branded	4	1.7K	1	1.01	761	0	1	https://www.joonapp.io/ ▼ 6 more
☐ + joon adhd	1 Branded	2	450	1	1.32	182	0	1	https://www.joonapp.io/ ▼ 1 more
☐ + is ashwagandha safe for kids	1	2	450	9	N/A	163	0	1	https://www.joonapp.io/post/ashwagandha-for-adhd-child ▼
☐ + ashwagandha for kids	1	5	1.2K	1	N/A	153	0	3	https://www.joonapp.io/post/ashwagandha-for-adhd-child ▼
☐ + best medication for child with adhd and odd	1	4	900	19	N/A	126	0	4	https://www.joonapp.io/post/medication-for-children-with-adhd-and-odd ▼ 1 more
☐ + my adhd child is killing me	1	2	250	0	N/A	95	0	1	https://www.joonapp.io/post/my-adhd-child-is-ruining-my-life ▼ 1 more
☐ + safe alternatives to melatonin for child	1	5	700	5	N/A	83	0	5	https://www.joonapp.io/post/safe-alternatives-to-melatonin-for-child ▼

^ Joon's top traffic keywords. You can see they rank #1 for "Joon" which is important for brand recognition.

- **Established topical authority:** Over time, the site established strong topical authority in the ADHD space, allowing it to rank higher for more competitive keywords.

Testimonial

"Alyssa has been absolutely wonderful to work with since Day 1. She brought a wealth of SEO knowledge to the project and taught the team basic to advanced concepts. Throughout the project, Alyssa was fundamental in creating a content strategy, sourcing qualified writers, and creating a content pipeline that allowed for consistent output of SEO-optimized articles every month. Her knowledge has led to a 100x increase in ranked keywords as well as a significant improvement in site DA, article ranking, and SERP performance. She continues to drive value for us and it's a complete pleasure to work with her every month as we continue to establish a dominant SEO presence within our niche."

– Brad Brenner, Co-Founder at Joon



Conclusion

- The SEO strategy for Joon demonstrates how a strategic, methodical approach to organic search can transform a startup's digital presence and drive substantial growth. By focusing on fundamentals – from establishing proper EEAT signals to creating high-quality, medically-reviewed content – Joon was able to grow from just 20 monthly visits to 8,000, representing a 15x increase in organic traffic.
- The success of this project hinged on three key factors: building a scalable content production system, prioritizing medically accurate content that addressed user pain points, and strategically targeting attainable keywords that matched Joon's domain authority. This approach generated significant traffic growth and positioned Joon as an authoritative voice in the ADHD and behavioral health space.
- Looking ahead, the SEO foundation and processes established during this initiative provide Joon with a sustainable framework for continued organic growth. As their domain authority increases, they are well-positioned to compete for more competitive keywords while maintaining strong rankings for high-intent search terms that drive qualified traffic to their website.