

# CASE STUDY

HOW WE INCREASED OUR CLIENT'S GOOGLE SEARCH  
RANKING AND WEBSITE TRAFFIC

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# Overview



**OPTENTIAL**  
CONSULTING

## Client Background

Optential is a Human Resources and Industrial Psychology Consultancy based in Paarl, South Africa. Founded in 2020 by Dr.Cindy Rautenbach, the company specialises in developing custom HR solutions tailored to the specific needs of each organisation, rather than offering generic, one-size-fits-all packages.

With a strong focus on supporting both large and small businesses, Optential helps companies build strong HR foundations, improve workplace culture, and align people strategies with business goals.

# The Problem

EXISTING  
WEBSITE  
WAS  
POORLY  
DESIGNED

NON-EXISTENT  
SEO  
IMPLEMENTATION

INADEQUATE  
CONVERSION  
PROCESS

Optential initially hired a low-cost website developer to build their first website. Unfortunately, the process dragged on far longer than expected, and the final product was both visually unappealing and functionally poor. The site's user experience was confusing, the design didn't reflect Optential's brand identity, and potential clients found it difficult to understand what Optential offered.

On top of these design and functionality issues, the site suffered from a much more serious problem – it didn't appear on Google search results at all, even when searching directly for Optential's name. This meant the website was invisible to potential clients, despite Optential's intention to use the site as a key marketing tool for attracting new business.

Recognising that their online presence wasn't working, Optential approached us for a complete website revamp, asking for a professional, search-friendly website that would not only showcase their services but also help them get found by the right clients.

# Our Solution

COMPLETE  
WEBSITE  
BRANDING  
REVAMP

REWRITTEN  
WEBSITE  
COPY

COMPREHENSIVE  
SEO STRATEGY

IMPROVED  
CONVERSION  
PROCESS

We designed a custom-built website that fully reflected Optential's brand identity, incorporating their fonts, colors, and logo to create a cohesive and professional online presence.

The process started with a strategy session to identify who Optential's ideal clients were and what those clients would expect from a professional HR consultancy's website. Using these insights, we developed customer personas and designed both the visual layout and user experience to match the needs and expectations of those target audiences.

To make sure the content resonated, we rewrote the website copy, making it clear, approachable, and empathetic to the needs of Optential's clients. Every section was written with those ideal clients in mind, ensuring the site spoke directly to their concerns and needs.

We also performed comprehensive keyword research, identifying the right long-tail keywords to target. These keywords were strategically incorporated into the site's content, giving Google the context it needed to understand what Optential offers and ensuring the site could finally appear in relevant search results.

Beyond content and design improvements, we also added practical functionality to help Optential serve their clients better. This included a dedicated booking section, allowing clients to book training sessions directly from the website, and clear, well-structured service pages that explained each offering in simple, client-friendly language. We also made sure the site was easy to navigate and the contact process was simple and accessible, encouraging more inquiries.

# The Results

PAGE 1  
GOOGLE  
SEARCH  
RANKING

PROFESSIONAL,  
TRUSTWORTHY,  
EXPERIENCE

COMPETITIVE  
EDGE

IMPROVED  
PROCESS FOR  
CONVERSIONS



**Cindy Rautenbach**

The revamped website and SEO strategy delivered strong results for Optential. They now rank second for their targeted long-tail keyword, meaning the website is now easy to find, both for clients searching for HR services and those specifically looking for consultancies in the Paarl area.

The new website design also gave Optential a professional, polished online presence, with a design that's fully aligned with their brand identity. The consistent use of brand colours, fonts, and visual elements helps create an immediate sense of trust and credibility for anyone visiting the site.

The tailored user experience also helps Optential stand out from competitors, offering a site that's easy to navigate, clearly communicates their services, and focuses entirely on driving inquiries and new business. Every element, from the homepage to the service pages, was designed with conversions in mind, ensuring the website works as a powerful tool for growth.

“ All the stuff looks amazing. Thank you.  
I really appreciate your efforts. ”