

How e-Intelligence Ensured  
Over 100% Return on Investment  
For Ontasknaturally.com

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## Ontasknaturally.com Case Study



**Yet Another  
e-Intelligence Customer  
Success Story**

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# The Client: [www.ontasknaturally.com](http://www.ontasknaturally.com)

The screenshot shows the homepage of [www.ontasknaturally.com](http://www.ontasknaturally.com). The header features the 'on task' logo with the tagline 'IN SCHOOL IN LIFE Naturally' and a navigation menu including HOME, OUR STORY, BEFORE & AFTER, RESEARCH LINKS, TESTIMONIALS, BUY NOW!, CUSTOMER SERVICE, and INGREDIENT INFO. A secondary header highlights 'Gluten free cherry chewables or vegetable capsules' with a cherry icon.

The main content area is divided into several sections:

- Product Description:** Text explaining that On Task™ is available in capsule or chewable tablet form, is FDA inspected, laboratory tested, and conforms to quality standards. It also notes the product is extremely safe and currently available online.
- Testimonial:** A photo of a young boy named Christopher with a quote: "It's like when I take my vitamins, I think about something before I do it. When I don't take my vitamins, I don't think about what will happen if I do something. I just do it. It's like I feel it in my brain not my body." Below the quote is a link: "Please read my amazing story."
- Call to Action:** A button that says "click here to get on task".
- Research Summary:** A section titled "Safety and efficacy of a compound natural health product in children with ADHD: A feasibility pilot study" detailing a 10-week study on zinc, magnesium, pyridoxine, and ascorbic acid. It includes results on behavioral scores and a conclusion that a future RCT is warranted.
- Actual Quotes Table:** A table comparing 'FROM' (symptoms) to 'TO' (outcomes) for children with ADHD and Tourettes.

The footer contains the ingredients: MAGNESIUM | ZINC | VITAMINS B-6, C & E, a 'MADE IN USA' badge, and a small cartoon character of a boy.

**Ontasknaturally.com** offers *On Task*, a dietary supplement for children and families struggling with behavior issues. Developed by the Vescovos to help their son out of Tourette Syndrome and ADHD, On Task was commercially launched by Vesco Vitamins LLC in Texas – USA in 2010. Following the great success of their original product, On Task Cherry Chewables, the company also introduced On Task Vegetable Capsules in 2011. By providing a safe alternative for children and families around the USA and globally, Ontasknaturally.com has had an incredibly rewarding journey as they look forward to expanding their global reach.

# The Objective

**Ontasknaturally.com** had a definitive purpose in mind when they got in touch with **e-Intelligence** for their SEO services. The company was aiming to expand their existing local reach to a nationwide and gradually a global coverage. Spreading across their personal knowledge and experience about Tourette Syndrome and ADHD was at the heart of the campaign motive. Ontaxnaturally.com also expected the SEO project to help them attain radical boost in web revenue for its dietary supplements. e-Intelligence's campaign objective, hence, was to ensure that Ontaxnaturally.com received its rightful position and traffic on major search engines.

# The Challenge

The biggest challenge for Ontaxnaturally.com was to expose their website to prospective consumers on the Internet, the #1 recommendation source for new patients. In addition, while the company already enjoyed considerable fortunes with its offline marketing efforts, they were unable to reach their online audience effectively. Having recognized the need for optimization, both Ontaxnaturally.com and e-Intelligence realized that they had to defeat a predominant industry hindrance: the common negative perception among online consumers that health supplements sold online were not dependable and authentic.

e-Intelligence encountered some challenges with the following:

- The healthcare-related keywords were acutely cutthroat. With very high search counts, such keywords require employing advanced SEO stratagem.
- Lack of superior links to be traced from other websites with high page ranks.
- Setting up a foreseeable analytics structure to compare strategies against a benchmark.

# The e-Intelligence Solution

The SEO experts at e-intelligence carried out an extensive healthcare industry research studying current trends and notions. The team then established a bank of industry fact-sheets pertaining to the reliability of virtually sold health supplements. The extensive ADHD syndrome background and knowledge of the Vescovo family added extra integrity to the campaign. Based on their past experience of working with healthcare organizations of all types, e-Intelligence readily identified the unique healthcare terminologies most relevant to the client’s business. e-Intelligence spearheaded Ontasknaturally.com through a structured SEO process devised to magnify the ROI. Following the on-site optimization success, the second phase of the project focused on building ongoing white hat quality links.

## The Results

Just within four months of the SEO implementation, Ontasknaturally.com started experiencing immediate increases in online visibility. The e-Intelligence SEO campaign proved to be the key to reaching their target online audience. In addition, e-Intelligence helped the client ‘doctor up’ their position as a thought leader in their respective healthcare industry niche. Some of the noteworthy results of this SEO campaign were:

### 1. Higher Keywords Ranking on Google

As suggested in the data below, Ontasknaturally.com experienced elevated keyword ranking post immediately after implementation.

Keywords	(Initial) September 2010	(Latest) May 2012
On Task	Not in top 100	8 (Page 1)
Chewable Magnesium	Not in top 100	7 (Page 1)
ADHD Supplement	Not in top 100	9 (Page 1)
ADHD Vitamins	Not in top 100	2 (Page 1)
Supplements for ADHD	Not in top 100	9 (Page 1)

- The deployment of diverse link building strategy ensured **growth in the website traffic.**
- With the help of the SEO campaign, Ontasknaturally.com were able to attain their end goal of higher conversion rate and improved sales.

# About e-Intelligence

**e-Intelligence** is a single-stop digital interactive marketing solutions company. As a leading global web agency, e-Intelligence provides customized and constantly revolving solution-based services for a number of marketing applications across various industry verticals, globally. The company has the rich experience, strategic leadership and sound expertise to develop innovative market-leading web solutions for clients of all sizes. Its never-ending research, acute know-how of search engine algorithms and peculiar spider behaviors helps in defining precise SEO and SMM processes for the clients. e-Intelligence constantly thrives to get its clients desired results by applying ethical and white-hat techniques of web marketing.

Are you looking for similar results for your website? Then [let's get started!](#)

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