

# Meda Healthcare Sees 38% Growth in Organic Traffic in First Month Using BrightEdge



**BRIGHTEDGE**  
**CASE STUDY**

## THE PROBLEM

Meda Consumer Healthcare is part of Meda AB which is a pharmaceutical and consumer healthcare business that sells products, like Vivrin, Midnight, and Geritol. Pierangeli is currently a team of one in charge of all digital digital channels for the organization, including search. In addition to building traffic Pierangeli also had to lead a migration of 9 websites to new and responsive design.

## THE SOLUTION

"Client Services at BrightEdge got me started very quickly. They showed my executive the value of the platform and how she could set up her own dashboards so that she could get the information she wanted when she was reporting up. The way that I use the platform is to get on-page meta data suggestions for the title, the H1/H2 tags, and to look at different keywords that we could use to optimize our pages. Once I had that information I was able to put that together and provide it to the developer who went in and tagged the pages.

I'm also using BrightEdge for the site migration project. I can see what content is most productive and where the link equity is, so I transfer it to the new sites. Having BrightEdge and an SEO perspective at the beginning of the site migration project will save us rework time after release."

## THE RESULTS

"I think BrightEdge has helped me elevate people's understanding within my organization of the importance of digital marketing and the impact that such small changes to a website can make in the organic traffic growth rate. In one month we've seen a 38% climb in organic traffic over the previous months. It's a really great platform, and it's a great way to show the executives and other people within your organization how important digital marketing is, and that it's not just social media: It's SEO."



Jolene Pierangeli  
Assoc Director Digital Marketing  
Meda Consumer Healthcare



“ I came to the decision on choosing BrightEdge because of their patented technology and the information that you get you can't get from other providers.