

# Monetary Value of Unique Meta Descriptions

Garden of Life, the number one brand in the natural products industry, had been complacent with their website results. Know Agency audited and found opportunities to optimize on-page SEO. After optimizing, the website saw a quick improvement in revenue.

## OPPORTUNITY

With established brand recognition, Garden of Life already had dependable revenue, but the website had not been optimized – specifically with unique page titles and meta data descriptions.

## PROCESS

SEO best practices require unique meta data descriptions for each URL. Know Agency reviewed each vitamin product to determine the best keyword and customized the generic or missing page titles and meta descriptions.

## BENEFITS

Google is constantly crawling and evaluating websites, so when SEO best practices are implemented, the average website will typically see a slight increase in performance (i.e. visits, revenue, page rank position in the SERPs). Due to Garden of Life’s great brand recognition, this simple fix resulted in an immediate increase in revenue – an astounding 97% increase within one week.

