

RESTORING ORGANIC GROWTH FOR AN INDUSTRY LEADER  
RE: IGENEX LABS  
SEO + LINK BUILDING + SOCIAL  
REDEFINE MARKETING GROUP



**redefine**

# CASE STUDY

# RESTORING ORGANIC GROWTH FOR AN INDUSTRY LEADER

## Client Name:

IGeneX, Inc.



## Services:

SEO

CONTENT

SOCIAL

LINK BUILDING

PAID MEDIA

## Industry:

Medical testing

## The Challenge:

Ranking growth for their domain had stagnated

Technical errors, lack of best practices, and thin content hindered the site from ranking

Lack of social media presence impacted brand awareness

## Project Brief:

IGeneX, Inc. is a Milpitas-based tick-borne disease testing lab. The company was founded in 1991 by Dr. Nick Harris who was a pioneer in the Lyme disease field. IGeneX is a leader in their field, leveraging proprietary technology and testing criteria to offer patients with industry.

When IGeneX approached Redefine in 2018, their website had strong domain authority but lacked rankings growth and low position rankings on some high impact terms. This lackluster performance was primarily due to technical errors, an overall thin website, and under utilized blog site. Additionally, the brand lacked a social media presence which could have been helping drive more brand searches.

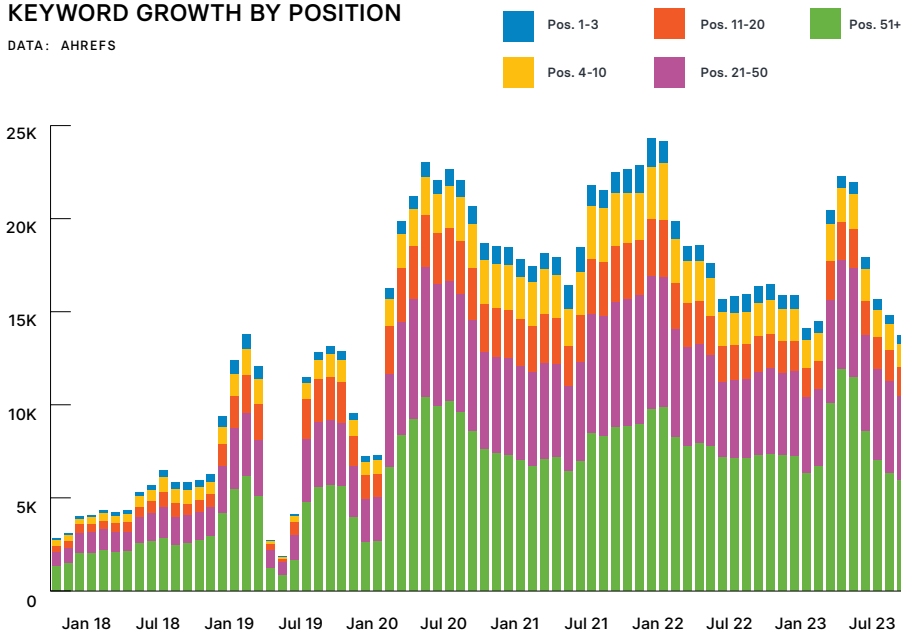
Our campaign sought to address these issues and position IGeneX as the leader it is in the real world, digitally.

## The Resolution:

- + Make technical on-page recommendations and implementations to ensure all best practices are followed, removing all barriers to help improve rankings more quickly.
- + Revitalize IGeneX's blog resource by producing more content to catch up with competitors who were publishing more frequently.
- + Target more high-value keywords like "lyme disease blood test" or "lyme disease testing" to maximize the value of content being produced.
- + Implement an ongoing authority building campaign to promote newly developed blog content, helping accelerate organic search growth.

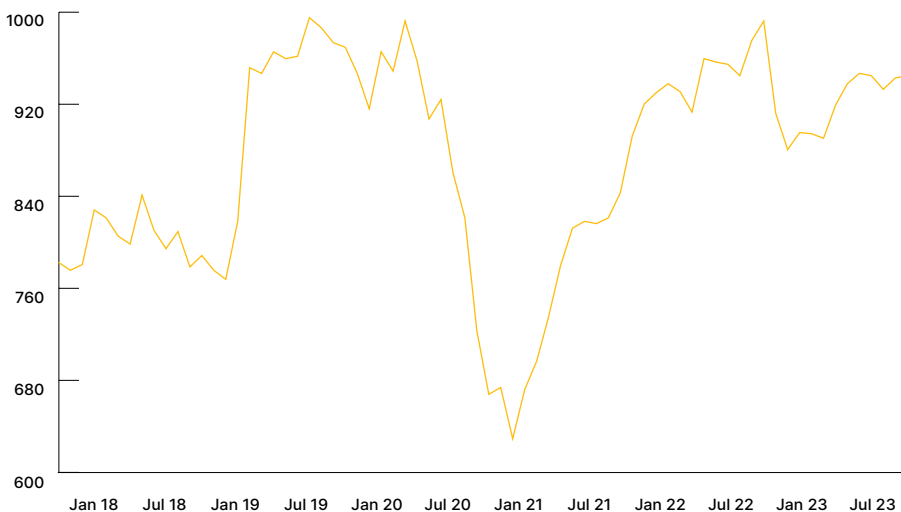
### KEYWORD GROWTH BY POSITION

DATA: Ahrefs



### REFERRING DOMAIN TREND

DATA: Ahrefs



**+65%**

ORGANIC TRAFFIC  
GROWTH

**+55%**

REVENUE GROWTH

**+1.3K%**

PAGE 1 RANKINGS

**+71%**

BACKLINK GROWTH

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AGENCY \* THE REDEFINE APPROACH - ORGANIC GROWTH

“

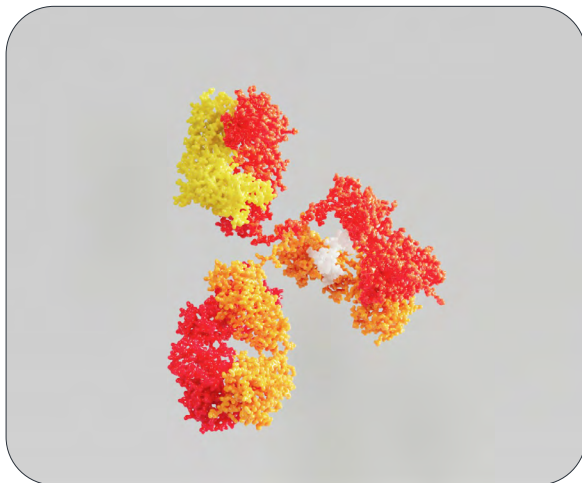
Redefine Marketing Group (RMG) has showed us what a truly reliable and professional agency can do for our business. From the start, RMG sought to build a relationship with IGeneX, by getting to know our company and consistently communicating their ideas and objectives. Their creativity, flexibility with our preferences, and conscientious attention to detail have led to several improved rankings for key search terms, such as the #1 ranking on the term “Lyme Disease Test.”

- Stuti V.



DOG TICKS

**Do Dog Ticks Bite Humans?**



LYME DISEASE

**IgG vs. IgM Antibodies (and What They Mean for Lyme Disease Tests)**



LONE STAR TICK

**What You Need to Know About the Lone Star Tick**

## Tick Talk: Revitalizing an underutilized resource for organic search + social

Tick Talk is IGeneX's (perfectly named) blog resource dedicated to all things related to ticks and tick-borne diseases. In 2019, IGeneX had a good amount of in-depth content on this blog, however it wasn't ranking well or driving any traffic for their brand. Our content team got to work, refreshing existing content, optimizing it for targeted keywords, and producing new content to keep the blog fresh. The social media team would then repurpose Tick Talk blogs for social media graphics further boosting the blog's visibility and positioning IGeneX as a thought leader in their space.

Here were the results:

- + After the first year of publishing, the blog ranked for over 167,000 keywords and produced an estimated 600,000 organic traffic.
- + In 2021, Redefine helped IGeneX increase their Instagram audience over 54% through our social strategy.

