

## CASE STUDY

# MVibeon

Coaching · Training · mvibeon.com

<b>4.5x</b> Qualified leads	<b>+212%</b> Organic traffic	<b>32%</b> Booking rate	<b>18</b> Ranking pages
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## The Brief

MVibeon is a coaching, training and consulting platform focused on leadership clarity and personal growth. They wanted a credible, premium presence that generated discovery calls rather than just describing services.

## The Challenge

The old site read like a brochure — lots of inspiration, little structure. There was no clear path to booking a call, weak search visibility for coaching intent, and inconsistent branding across pages that undercut trust at a premium price point.

## What We Did

- Created a cohesive, premium brand system with a clear conversion path to discovery calls.
- Restructured the site around outcomes (clarity, leadership, growth) instead of service jargon.
- Built pillar content and FAQs optimised for both Google and AI answer engines.
- Added testimonials, results and trust signals at every decision point.

## The Results

- 4.5x more qualified discovery-call requests.
- Organic traffic up 212% over six months.
- Booking rate on key pages reached 32%.
- 18 pages ranking for high-intent coaching keywords.

### Want results like these?

Send us your URL and a one-line goal — we reply within 24 hours with a free 30-minute audit.  
Email [vasi@abdulvasi.me](mailto:vasi@abdulvasi.me) or WhatsApp +91 99009 00045.

Figures are representative project outcomes prepared by SeekNext for portfolio purposes.