



UPGROW

## Pandia Health SEO Case Study

341%

Organic traffic from birth control  
pages increased by 341%

210%

Orders from birth control  
pages increased by 210%

200+

Increased number of keywords  
on 1st page results over 200+



pandia health



*"Upgrow has been a key growth partner of ours for the past few years, where they manage our paid media and organic search program. We've seen tremendous growth in our organic traffic and sales, and combined with our paid media program, Upgrow has been instrumental to Pandia Health's success."*

– Sophia Yen, CEO & Co-Founder

## ABOUT PANDIA HEALTH

Pandia Health is a telemedicine company based in San Francisco Bay Area that's founded and led by Sophia Yen, a medical doctor who specializes in reproductive health. Their mission is to make women's lives easier by bringing birth control to women through the Internet.

## CHALLENGE

Pandia Health approached Upgrow to help manage their SEO with a goal of increasing their organic presence and driving online telemed orders for their birth control subscription product.

Birth control search terms are highly competitive, with well-funded competitors with large marketing budgets and teams investing heavily in SEO.

## SOLUTION

We decided not to compete on the head terms due to our limited resources but instead focus our SEO efforts on the long-tail keywords surrounding birth control brands (e.g. gianvi birth control).

This strategy was based on paid search data (that we managed too) where we were noticing conversions coming from this group of keywords.



## KEY SEO IMPROVEMENTS : USER EXPERIENCE DESIGN CHANGES

First of all, we wanted to address the user experience, especially on mobile devices, as the majority of traffic are mobile users.

Through analytics analysis and UX reporting, we identified these pages as a key drop-off point where focusing optimization would yield significant gains.

We devised a plan to incorporate product image, clear value propositions, a sticky CTA and overall cleaner layout for easier readability.

We also optimized the on-page meta data, relevant rich snippets, expanded content, and added breadcrumbs and brand relationship links to improve interlinking



Before

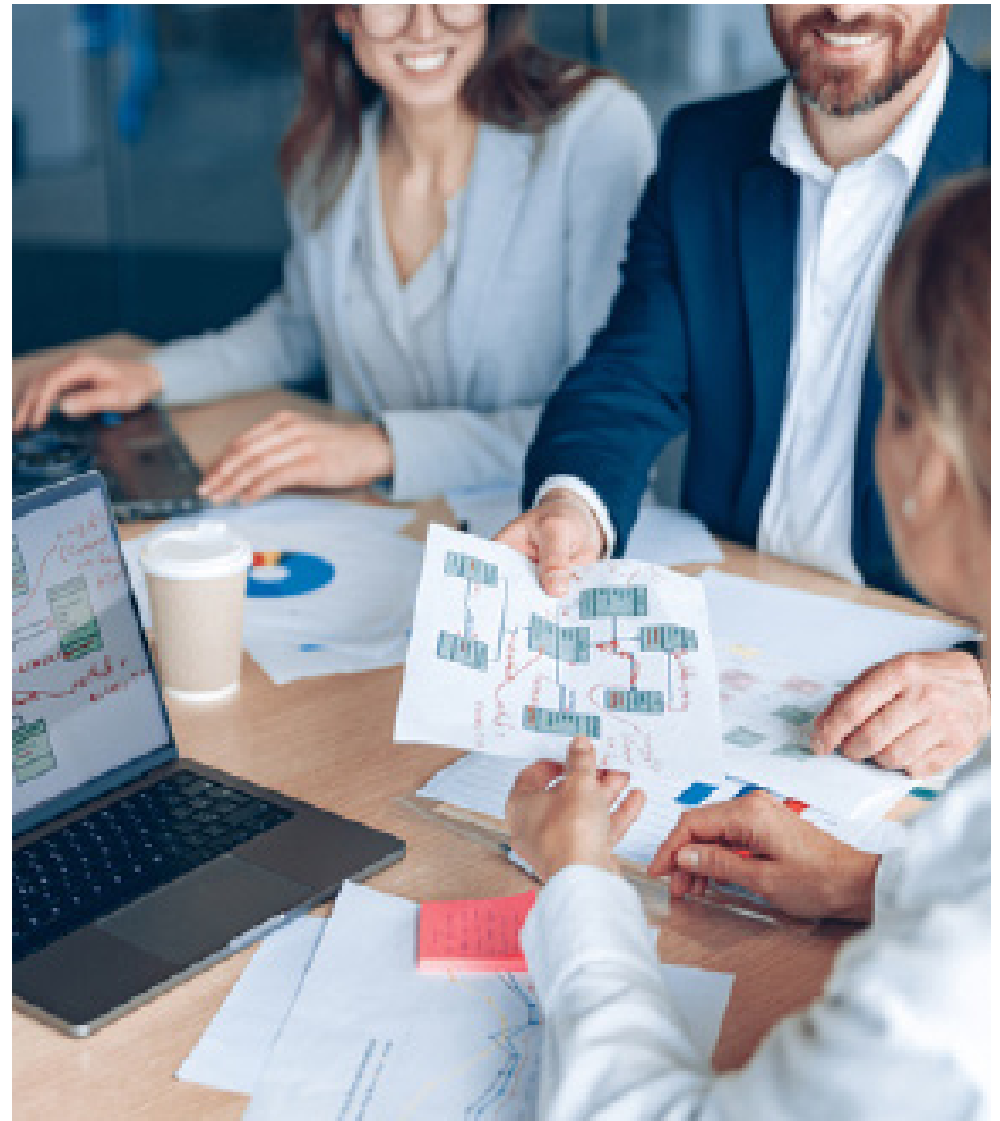
After

## CONTENT EXPANSION

Based on our keyword research and overlaying with paid search data, we prioritized and built out birth control brand pages that did not exist, as well as improved/optimized existing content.

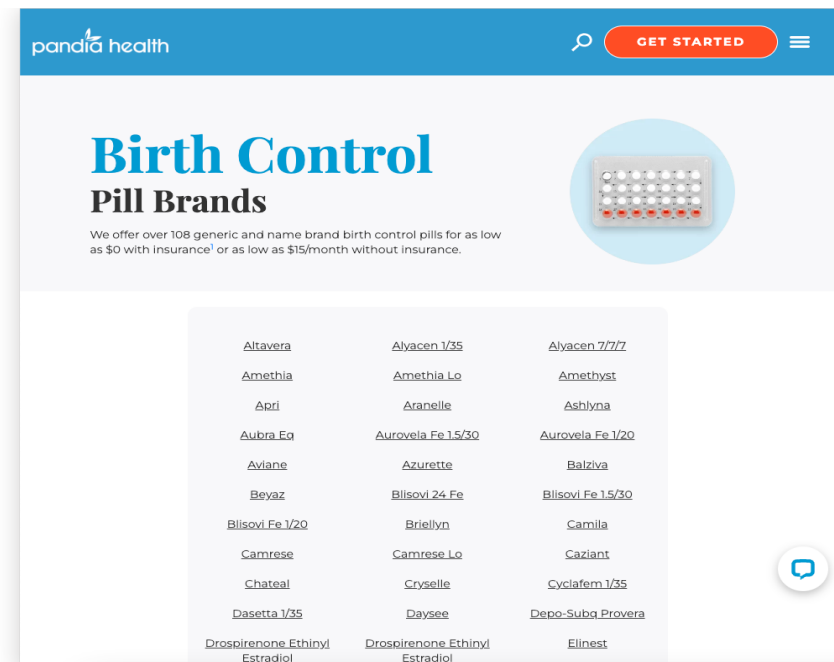
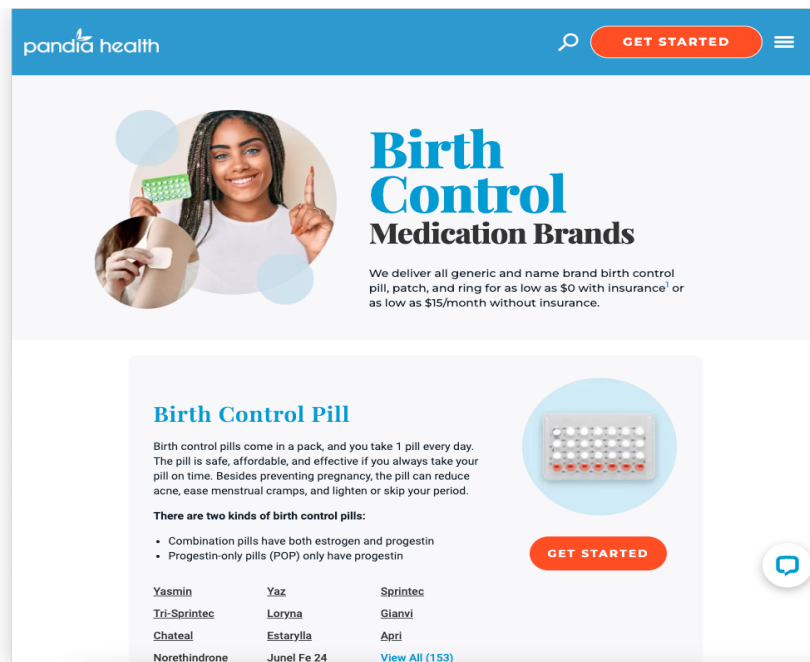
Using extensive keyword, SERP, and competitor research to identify keyword sub-topics we added keyword-rich information to each page.

Content writing was done in collaboration between Upgrow's SEO team, our content team, and Pandia Health's subject matter experts. The outcome was not only better SEO but also answering questions and giving a better user experience.



# SITE ARCHITECTURE

Once we built out the birth control brand pages, we improved the page authority by adding inter-linking from relevant high authority pages in order to pass down the link equity using keyword-inclusive anchor text. We also built out directory pages linked from the homepage which then links individually to each birth control brand page.






# INTERLINKING

Finally, we identified blog posts with birth control brand mentions and interlinked them to the respective birth control brand pages. These in-content links are the most important link type.

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GET STARTED

## yaz vs yasmin



Medically reviewed by [Sophia Yen, MD, MPH](#) – Written by Aariyana Britton. Updated March 9, 2021

**TLD:** [Yasmin](#) and Yaz have the same active ingredients: Ethinyl estradiol and drospirenone. Yaz just has lower dose of estrogen. Yaz has 20 mcg of estrogen which is NOT good for women under the age of 30's bone health. Yaz has 24 active pills and 4 placebos. Yasmin has 21 active pills and 7 placebos.

### What is Yaz?

[Yaz](#) is a prescription medicine used as a contraceptive or birth control to prevent pregnancy and treat symptoms of [acne](#), premenstrual dysphoric disorder, and other gynecological health problems such as PCOS, [endometriosis](#). It may be used alone or with other medications. Although it can be used for many different things, most women take it for birth control or PCOS starting at age 14 who have no known allergic indications of oral contraceptive therapy that have also had one

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GET STARTED

## What is Yasmin?

[Yasmin](#) is a combination of two female hormones that is prescribed as a 28-day oral contraceptive pill that is used to prevent pregnancy of women in the childbearing stage of development. It works by inhibiting the release of eggs during the normal menstrual cycle. It also prevents ovulation before menstruation begins.

Yasmin has 30mcg of Ethinyl estradiol (estrogen) in each pill and 21 active pills and 7 placebos.

## What's the difference between Yaz and Yasmin?

### Yaz

- FDA Approved to treat Premenstrual Syndrome.
- Prevents pregnancy. Can treat acne and PCOS.
- Contains 0.2 mg of Ethinyl estradiol/3 mg of [drospirenone](#).
- Take one pink tablet with hormones every day for 24 days, then take one white tablet without hormones for 4 days.
- Can be used by women at least 14 years old and up for acne treatment women of the reproductive age for contraceptive use.
- Without insurance, Costs \$15/pack (3 pack minimum) or \$20 for 1 pack. With insurance, should be "free" = no copay, no deductible.

### Yasmin

- Not FDA approved for acne treatment or premenstrual disorders but doctors can prescribe it for those purposes and more.
- Prevents pregnancy. Can treat acne and PCOS.
- Contains 0.03 mg of Ethinyl estradiol and 3 mg of drospirenone.

## RESULTS

# 341%

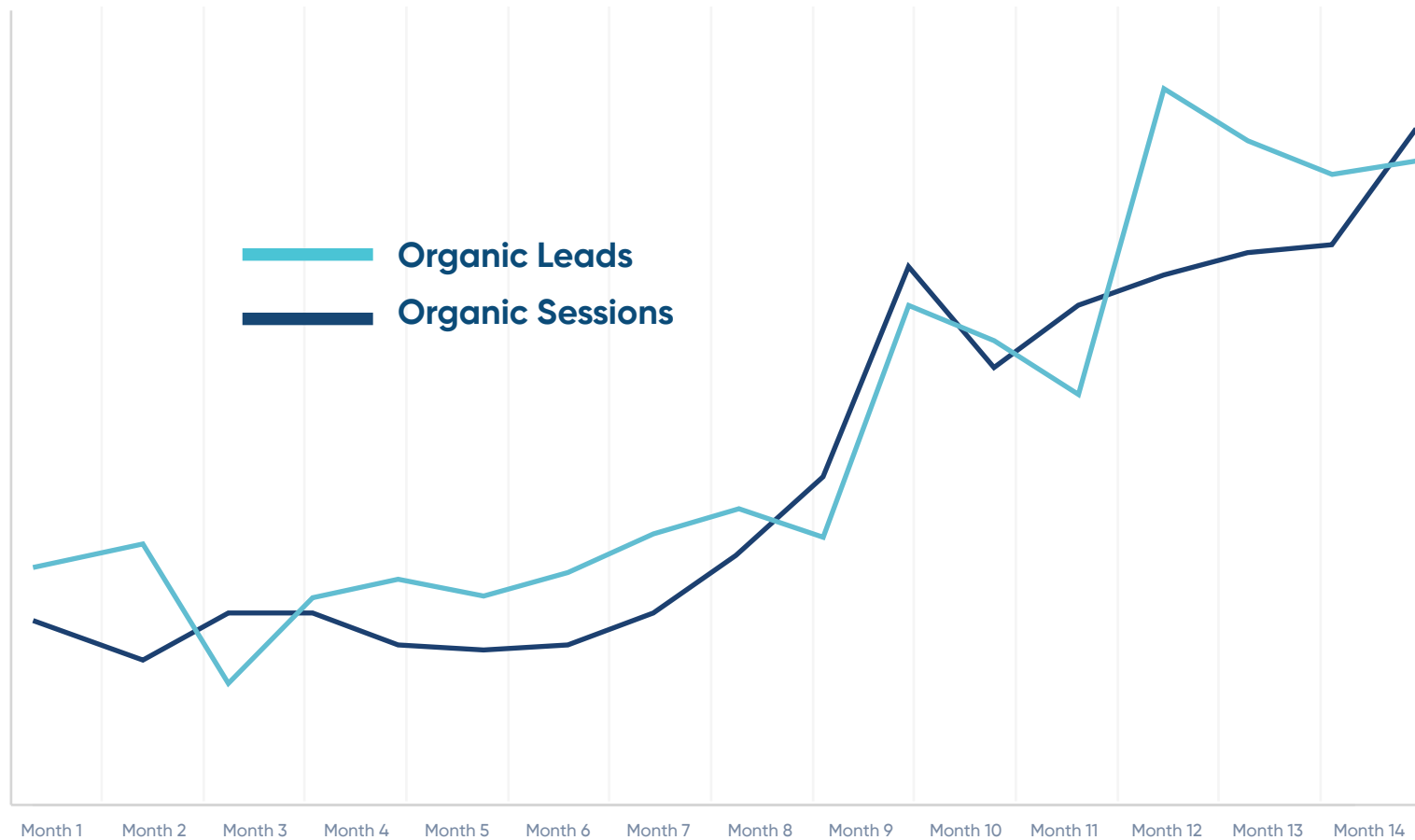
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# ORGANIC SEARCH RESULTS FOR RELEVANT KEYWORDS

Increased number of keywords on 1st page results from less than 20 to over 200.

Google search results for "vestura birth control". The search bar shows "vestura birth control". Below the search bar, there are four "People also ask" questions:

- Is Vestura the same as Yaz?
- Is Vestura birth control good?
- What kind of birth control pill is Vestura?
- Do you get a period on Vestura?

Below the questions, there are three search results:

- [https://www.drugs.com/Drugs A to Z/Vestura](https://www.drugs.com/Drugs-A-to-Z/Vestura) 64  
**Vestura Uses, Side Effects & Warnings - Drugs.com**  
Apr 1, 2022 — Vestura is a combination birth control pill containing female hormones that prevent ovulation (the release of an egg from an ovary).  
[Uses](#) · [Warnings](#) · [Before taking](#)
- <https://www.drugs.com/.../FDA-PI/Vestura> 64  
**Vestura: Package Insert / Prescribing Information - Drugs.com**  
Aug 1, 2022 — Oral Contraceptive. Vestura® (drospirenone and ethinyl estradiol) tablets are indicated for use by women to prevent pregnancy. Premenstrual ...
- <https://www.pandiahealth.com/birth-control/vestura-...>  
**Buy Vestura Birth Control Pills Online With Free Delivery**  
Vestura uses a blend of two hormones, estrogen and progestin, to make your body think it's pregnant so a real pregnancy won't happen. It's super easy to use.  
\$21.00 · Free 6-day delivery · In stock

Below the highlighted result, there are two more search results:

- <https://www.rxwiki.com/vestura>  
**Vestura - Side Effects, Uses, Dosage, Overdose ... - RxWiki**  
Aug 10, 2015 — Vestura is a prescription birth control medication used to prevent pregnancy. Vestura is also used to treat acne in women at least 14 years ...
- <https://www.healthwarehouse.com>

Google search results for "gianvi birth control". The search bar shows "gianvi birth control". Below the search bar, there are two search results:

- <https://www.drugs.com/.../Birth-Control/Gianvi> 64  
**Gianvi Uses, Side Effects & Warnings - Drugs.com**  
Apr 1, 2022 — Gianvi is a combination birth control pill containing female hormones that prevent ovulation (the release of an egg from an ovary).  
[Uses](#) · [Warnings](#) · [Before taking](#)
- <https://www.pandiahealth.com/birth-control/gianvi-...>  
**Buy Gianvi Birth Control Pills Online With Free Delivery**  
Buy Gianvi birth control pills online with FREE delivery. Packs start from \$21 or FREE with insurance (for generic equivalent).  
\$21.00 · Free 6-day delivery · In stock  
[What Is Gianvi Birth Control...](#) · [We Got You Covered](#) · [Frequently Asked Questions](#)

Below the highlighted result, there are two more search results:

- <https://dailymed.nlm.nih.gov/dailymed/drugInfo> 23  
**GIANVI- drospirenone and ethinyl estradiol kit - DailyMed**  
by R Files — Gianvi™ provides an oral contraceptive regimen consisting of 24 active film coated tablets each containing 3 mg of drospirenone and 0.02 mg of ethinyl ...
- [https://www.webmd.com/.../Gianvi \(28\) oral](https://www.webmd.com/.../Gianvi-(28)-oral) 69  
**Gianvi (28) Oral Reviews and User Ratings - WebMD**



## Want results like Pandia Health?

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Meet with one of our SEO experts.

**TALK TO AN EXPERT**



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