

seo case study

Full Service, Physical Therapy

Campaign Information

Industry: Chiropractor — Full Service, Physical Therapy

Location: McMurray, PA

Campaign Start Date: 12/01/2015

SEO Hours per Month: 50

Campaign Type: Local

Goal: Increase search engine ranks to top ten

Results

The team focused on tasks that would build authority and relevance, giving search engines like Google more reasons to tie keywords and phrases to the client's website. By reaching out and building relationships with other businesses in the industry, the website went from 23 to nearly 800 backlinks and from 12 to over 280 referring domains. These, in addition to offsite engagement, grew the site's associated keywords from 19 to a respectable 1,651, an 8,589% increase. This work brought clout to the hundreds of blogs and articles published on the site which, in turn, bolstered trust with the search engines. That trust was rewarded with over 1,000 monthly searchers, a 17,000% increase in monthly organic traffic.



798

Active backlinks

1,037

Monthly organic searchers

1,651

Traffic generating keywords

Performance

KEYWORD PHRASE	START	CURRENT
mcmurray pa affordable chiropractor	2	1
affordable chiropractor in mcmurray pennsylvania	2	1
chiropractic clinic canonsburg pa	8	2
full service chiropractor monongahela pa	101	2
neck pain canonsburg pa	101	3

Top SEO Tasks

- 109 aged article refreshes
- 179 keyword specific, onsite blogs
- 278 instances of offsite engagement
- 111 online business listings
- 127 bookmark submissions