

seo case study

Family Counseling Clinic

Campaign Information

Industry: Counseling

Location: Greenwich, CT

Campaign Start Date: 05/08/2020

SEO Hours per Month: 20

Campaign Type: Local

Client Goal: Increase website traffic and outrank their competitors

Results

Focused on site visibility and optimization, our team re wrote onsite copy to include targeted keywords, created new pages for each of the clients products, and posted 62 well researched, keyword specific blogs and articles. These, as streamlining the sites 200+ business directory accounts and website bookings, solidified our client as an active and reliable industry leader. Our work took the site from 159 organic monthly visitors to 5,993, an average annual growth rate of 590%! This newfound confidence from the public helped in acquiring the 29,625 backlinks (almost triple the sites initial 11,927) now supporting the site. With all of this effort, Google rewarded 5,785 keyword associations, a 269% increase from the start of the campaign.



486

keywords within top 10 Google results

590%

avg increase in organic traffic YoY

269%

avg increase in organic keywords YoY

Performance

KEYWORD PHRASE	START	CURRENT
anxiety disorder therapy ct	27	1
anxiety disorder treatment ct	11	1
anxiety disorder help ct	15	1
intensive outpatient treatment center greenwich, ct	27	1
intensive outpatient treatment clinic greenwich, ct	24	1

Top SEO Tasks

- 3 pages optimized with keywords and content
- 155 website bookmark submissions
- 81 local and business directory submissions
- 62 custom blog and article publications
- 82 industry engagement activities