



# Case Study | Chiropractic

## Summary

The client started their Search Engine Optimization campaign in March. They are currently in the fifth month of their campaign. During the first month, our team performed onboarding tasks that included identifying keywords and setting up keyword tracking, writing and implementing new page titles, meta descriptions, and H1s for the website's top 10 pages, optimizing your Google Business profile, and creating and publishing four GMB posts.

Months 2-5 include creating a content calendar, creating a GMB calendar (4 posts/month) and publishing the GMB posts, writing 1 blog per month, performing monthly audits to check if your website has issues we can fix, and performing technical tasks that we believe will be helpful in your SEO campaign.

## Notable Improvements

Our SEO efforts contributed to the following metrics:

1. 72.72% of the total number of users (1237 out of 1701)
2. 73.81% of the total number of sessions (1809 out of 2451)
3. 81.53% of the total engaged sessions (1201 out of 1473).
4. 66.67% recorded calls (8 out of the 12 phone calls)
5. 100% thank you page conversion (1 out of 1)

On March 1 - July 25, 2023, vs. October 5 - February 28, 2023, SEO efforts helped contribute to the following:

1. increase in users by 138.8%
2. increase in sessions by 152.65%
3. increase in engaged sessions by 150.21%
4. increase in total page views by 166.24%
5. increase in total clicks by 32.99%
6. increase in total impressions by 31.58%
7. increase in average CTR (click-through rate) from 2.8% to 2.9%.
8. increase in GMB profile interactions by 1.1%
9. increase in GMB website visits by 33.4%

We are also ranking for the following keywords:

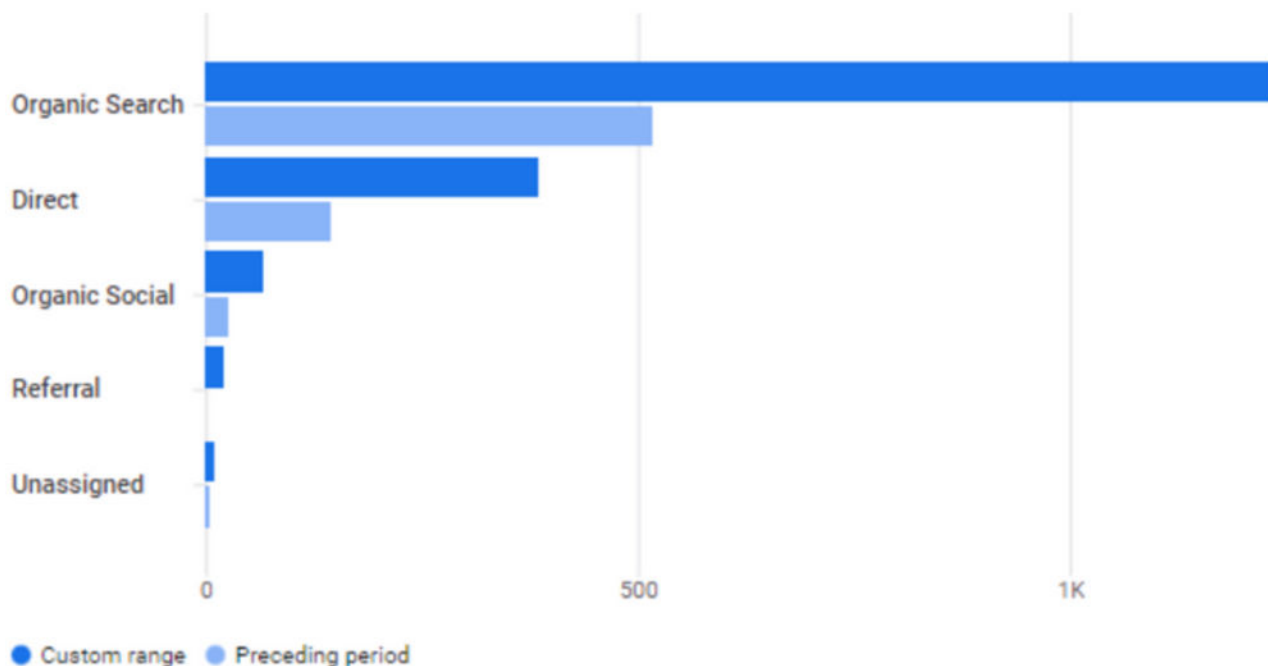
- 1.emergency chiropractic care ranks 1st in organic desktop and 1st in organic mobile
- 2.chiropractic ranks 3rd in organic desktop and 2nd in organic mobile
- 3.chiropractor for workers comp claim ranks 9th in organic desktop and 6th in organic mobile
- 4.chiropractor for workers compensation claims, ranks 10th in organic desktop and 1st in organic mobile
- 5.chiropractic care and sports therapy, ranks 30th in organic desktop and 31st in organic mobile

## Google Analytics - GA4 KPIs

Traffic Acquisition (March 1 - July 2023 vs. October 5- Feb 28, 2023)

Here is an image of the user by session default channel group. As seen in the image, the majority of the sessions (sessions are counted every single time someone visits your website) come from organic search efforts (SEO).

Users by Session default channel group



Here is an image of the different metrics we measure in Google Analytics related to traffic acquisition. As seen on the image, **SEO efforts (organic search) contribute to 72.72% of the total number of users (1237 out of 1701), 73.81% of the total number of sessions (1809 out of 2451), and 81.53% of the total engaged sessions (1201 out of 1473).**

**SEO efforts also increased users by 138.8%, sessions by 152.65%, and engaged sessions by 150.21% in March 1 - July 25, 2023, compared to the same metrics in October 5 - February 28, 2023.**

Session default channel group +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events +	Conversions All events +
SHOW ALL ROWS		1,701 vs. 687 ↑ 147.6%	2,451 vs. 948 ↑ 158.54%	1,473 vs. 565 ↑ 160.71%	0m 46s vs. 47.1s ↓ -1.63%	0.87 vs. 0.82 ↑ 5.29%	5.84 vs. 6.18 ↓ -5.48%	60.1% vs. 59.6% ↑ 0.84%	14,323 vs. 5,861 ↑ 144.38%	13.00 vs. 0.00
1	Organic Search									
	Mar 1 - Jul 25, 2023	1,237	1,809	1,201	0m 52s	0.97	6.16	66.39%	11,143	9.00
	Oct 5, 2022 - Feb 28, 2023	518	716	480	0m 54s	0.93	6.69	67.04%	4,789	0.00
	% change	138.8%	152.65%	150.21%	-2.62%	4.78%	-7.91%	-0.97%	132.68%	0%
2	Direct									
	Mar 1 - Jul 25, 2023	385	538	225	0m 29s	0.58	4.91	41.82%	2,643	4.00
	Oct 5, 2022 - Feb 28, 2023	145	200	70	0m 22s	0.48	4.30	35%	860	0.00
	% change	165.52%	169%	221.43%	33.07%	21.06%	14.25%	19.49%	207.33%	0%
3	Organic Social									
	Mar 1 - Jul 25, 2023	67	67	33	0m 13s	0.49	4.63	49.25%	310	0.00
	Oct 5, 2022 - Feb 28, 2023	25	26	14	0m 06s	0.56	5.08	53.85%	132	0.00
	% change	168%	157.69%	135.71%	123.97%	-12.05%	-8.86%	-8.53%	134.85%	0%
4	Referral									
	Mar 1 - Jul 25, 2023	22	25	12	0m 30s	0.55	6.80	48%	170	0.00
	Oct 5, 2022 - Feb 28, 2023	1	2	2	0m 14s	2.00	3.50	100%	7	0.00
	% change	2,100%	1,150%	500%	117.14%	-72.73%	94.29%	-52%	2,328.57%	0%
5	Unassigned									
	Mar 1 - Jul 25, 2023	10	12	1	0m 42s	0.10	4.75	8.33%	57	0.00
	Oct 5, 2022 - Feb 28, 2023	5	5	0	4m 09s	0.00	14.60	0%	73	0.00
	% change	100%	140%	0%	-82.86%	0%	-67.47%	0%	-21.92%	0%

## Conversions

Here are the total conversions recorded on the website. On March 1 - July 25, 2023, we recorded 12 phone calls and 1 thank you page conversion. **8 out of the 12 phone calls (or 66.67%) and the thank you page (100%) conversions all came from organic search.**

Event name +		↓ Conversions
SHOW ALL ROWS		13.00 vs. 0.00
1	<a href="#">tel</a>	
	Mar 1 - Jul 25, 2023	12.00
	Oct 5, 2022 - Feb 28, 2023	0.00
	% change	0%
2	<a href="#">thankyou_page_visit</a>	
	Mar 1 - Jul 25, 2023	1.00
	Oct 5, 2022 - Feb 28, 2023	0.00
	% change	0%

## Page Views (March 1 - July 25, 2023 vs. October 5- Feb 28, 2023)

Here are the total page views (an instance of a page being loaded or reloaded in a browser) of your website. As seen on the image, **total page views increased by 166.24% from March 1 - July 25, 2023, as compared to the total page views from October 5 - February 28, 2023.**

Page path and screen class +		↓ Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue
SHOW ALL ROWS		5,245 vs. 1,970 ↑ 166.24%	1,701 vs. 687 ↑ 147.6%	3.08 vs. 2.87 ↑ 7.52%	1m 06s vs. 65.11 ↑ 2.72%	14,323 vs. 5,961 ↑ 144.58%	13.00 vs. 0.00	\$0.00 vs. \$0.00
1	/							
	Mar 1 - Jul 25, 2023	2,305	1,385	1.66	0m 30s	7,413	4.00	\$0.00
	Oct 5, 2022 - Feb 28, 2023	817	580	1.41	0m 28s	2,893	0.00	\$0.00
	% change	182.13%	138.79%	18.15%	8.27%	156.24%	0%	0%
2	/contact-us/							
	Mar 1 - Jul 25, 2023	900	530	1.70	0m 44s	2,047	5.00	\$0.00
	Oct 5, 2022 - Feb 28, 2023	365	229	1.59	0m 43s	860	0.00	\$0.00
	% change	146.58%	131.44%	6.54%	3.33%	138.02%	0%	0%
3	/about-our-practice/							
	Mar 1 - Jul 25, 2023	659	455	1.45	0m 33s	1,466	1.00	\$0.00
	Oct 5, 2022 - Feb 28, 2023	278	191	1.46	0m 30s	741	0.00	\$0.00
	% change	137.05%	138.22%	-0.49%	8.4%	97.84%	0%	0%
4	/services/							
	Mar 1 - Jul 25, 2023	579	390	1.48	0m 34s	1,337	0.00	\$0.00
	Oct 5, 2022 - Feb 28, 2023	247	183	1.35	0m 39s	643	0.00	\$0.00
	% change	134.41%	113.11%	9.99%	-12.29%	107.93%	0%	0%
5	/services/emergency-care/							
	Mar 1 - Jul 25, 2023	298	205	1.45	0m 42s	926	2.00	\$0.00
	Oct 5, 2022 - Feb 28, 2023	95	69	1.38	0m 28s	323	0.00	\$0.00
	% change	213.68%	197.1%	5.58%	49.77%	186.69%	0%	0%
6	/services/flexion-distraction/							
	Mar 1 - Jul 25, 2023	132	87	1.52	0m 50s	283	0.00	\$0.00
	Oct 5, 2022 - Feb 28, 2023	48	35	1.37	0m 40s	115	0.00	\$0.00
	% change	175%	148.57%	10.63%	26.66%	146.09%	0%	0%

## Google Search Console KPIs

Here are your website's total clicks and impressions from March 1 - July 23, 2023. As seen in the image below, we recorded a total of 1.29K clicks and 45K impressions. We had an average click-through rate of 2.9% and a 29.1 average position.



### March 1 - July 24, 2023 vs. October 5- Feb 28, 2023

Here is the comparison of the total clicks recorded between March 1 - July 24, 2023, vs. October 5 - February 28, 2023. **We can see a 32.99% increase in total clicks (1.29k vs. 970) and a 31.58% increase in total impressions (45K vs. 34.2K). Our average CTR (click-through rate) also increased from 2.8% to 2.9%.**



# Keyword Rankings

Here are the keywords that we are currently ranking for:

- 1.emergency chiropractic care ranks 1st in organic desktop and 1st in organic mobile
- 2.chiropractic ranks 3rd in organic desktop and 2nd in organic mobile
- 3.chiropractor for workers comp claim ranks 9th in organic desktop and 6th in organic mobile
- 4.chiropractor for workers compensation claims, ranks 10th in organic desktop and 1st in organic mobile
- 5.chiropractic care and sports therapy, ranks 30th in organic desktop and 31st in organic mobile

Keyword	Organic Desktop		Organic Mobile		Local Pack		Local Finder	
	Rank	Change	Rank	Change	Rank	Change	Rank	Change
emergency chiropractic care ^	1	+	1	+	-	-	12	+
							13	+
							18	+
							36	+
							40	+
chiropractor v	3	+	2	+	-	-	5	+
chiropractor for workers comp claim	9	+	6	+	-	-	-	-
chiropractor for workers compensation claim	10	+	1	+	-	-	-	-
chiropractic care and sports therapy v	30	+	31	+	-	-	21	+
chiropractic care v	34	+	39	+	-	-	10	+

## Google My Business KPIs

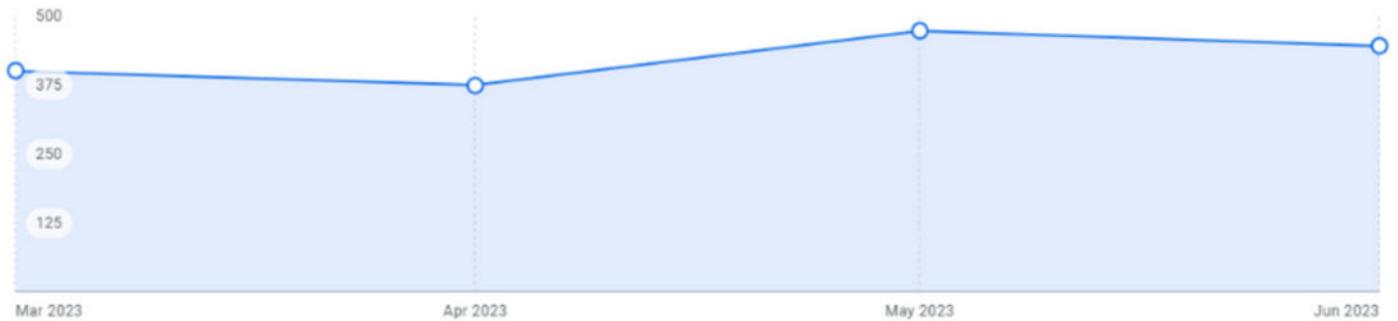
Note: Available data is from March 2023 to June 2023. We are pulling data directly from your Google My Business listing.

**Business profile interactions increased by 1.1% in March - June 2023 vs. March - June 2022.**

# 1,694

Business Profile Interactions ⓘ

📈 +1.1% (vs Mar 2022–Jun 2022)



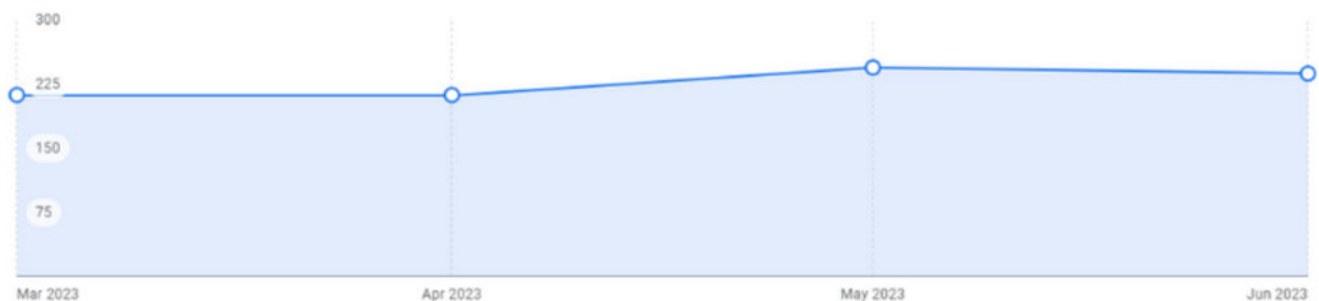
## Google My Business Calls

Google My Business decreased 1.8% in March - June 2023 vs. March - June 2022. Our team is currently improving all Google My Business posts, optimizing your Google My Business listing, and building citations to improve your GMB call metric.

# 905

Calls made from your Business Profile

📉 -1.8% (vs Mar 2022–Jun 2022)



# Google My Business Website Visits

Google My Business website visits increased by 33.4% in March - June 2023 vs. March - June 2022.

399

Website clicks made from your Business Profile

▲ +33.4% (vs Mar 2022-Jun 2022)

