SEO CASE STUDY

Search Engine Optimization (SEO) for Upper Cervical Chiropractors

Why SEO?

1. Organic Search is Most Often the Primary Source of Website Traffic

- Users click on local and organic results more than paid ads.
- If you have a paid ad and organic results on page #1 people will click on the organic result more than 90% of the time.

2. SEO Builds Trust & Credibility with Google

- SEO allows you to build lasting authority to your site.
- SEO allows you to rank for hosts of keywords related to your vertical, while only targeting foundational phrases.

3. Local SEO Means Increased Engagement, Traffic & Conversions

- Users who find a site organically stay on the site the longest.
- Users who find the site organically have the highest engagement and lowest bounce rate.

4. SEO is Quantifiable

- While SEO doesn't offer the same easy-to-calculate ROI as paid search, you can measure almost anything with proper tracking and analytics.
- SEO success is measured in organic traffic growth and overall organic statistics.

5. SEO is a Long Term Strategy

- SEO takes at least six months to see full results.
- After the first year, SEO has an 86% retention rate with clients.

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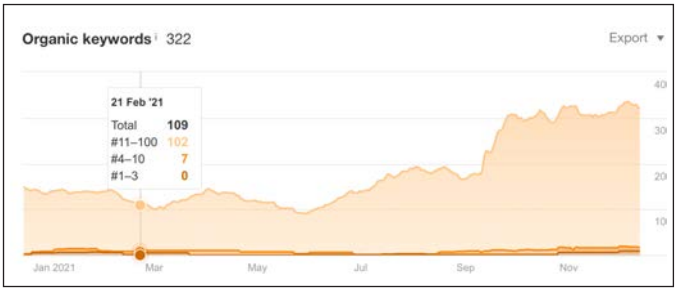
In as little as 6 months we see good local ranking growth and increased organic traffic for a site. In the example below we were able to double the amount of keywords ranking in Google and see more than 50 first page rankings.



What This Means for My Site

After 6 months we see year-over-year traffic growth for a site, and the average organic user is more valuable than any other site visitors from other traffic sources.

Organic Traffic Statistics:

Avg. Session Duration	% New Sessions	Bounce Rate
00:02:05	70.85%	39.46%

All Other Traffic:

Avg. Session Duration	% New Sessions	Bounce Rate
00:00:57	84.54%	59.22%

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