



Search Engine Optimization (SEO) Case Study - Psychotherapy Associates of Chicago

Client: Since 2000, Psychotherapy Associates of Chicago has been providing accessible, high-quality mental health care to the metro area. Psychotherapy Associates of Chicago is dedicated to the improvement of emotional health.

Category: Medical - Psychotherapy

SEO Challenge: The goal for this campaign was to increase the search engine rankings for industry specific keywords and the traffic to the Psychotherapy Associates of Chicago website.

Solution: To achieve our goal we have adopted the following steps:

*Step 1: **Keyword Analysis***

We completed a targeted keyword analysis for their industry, and based on the results and analysis of the competition, determined to try to increase the traffic from the search engines through improved rankings.

*Step 2: **Page Identification***

The aim is to magnify and spot the keywords for the specific web pages. This is to assist and place the keywords on the suitable web pages.

*Step 3: **Website Analysis***

Most search engines use automated software, robots or spiders, to crawl the page links within websites and interpret the pages. Many websites are created using technologies that make it impossible for search engines to crawl. If search engines cannot crawl a website, then it will not be indexed or appear in search results. We have created search engine friendly website architecture to improve search engine rankings and site traffic.

*Step 4 **On-Page Optimization***

Website optimization is by far the most important part of search engine promotion. If a website is not properly optimized for content, keywords, etc., the search engine spiders will not know what to do with the website. We have provided unique titles, descriptions, keywords, text content, heading, footer for each page of the site.

Step 5 Off-Page Optimization

Off-page optimization refers to factors that have an effect on website or web page listings in natural search results. These factors are off-site, in that they are not controlled by site owner or the coding on web page. We have adopted following off-page activities:

I. Reciprocal Link Building

Link building is an important part in the search engine optimization process. As the majority of search engines rate website by relying on the number of quality links on the website, it is necessary to have quality, relevant links. We have conducted a dedicated linking campaign for the link building.

II. Directory Submission

Links from industry directories help to get more quality backlinks to the website and thus indirectly help to improve the rankings. A good directory listing also helps generate more qualified traffic website. We list your website into industry directories.

III. Social Bookmarking

Social bookmarking is the practice of saving bookmarks to a public Web site and "tagging" them with keywords. To create a collection of social bookmarks, we have registered this website with the leading social bookmarking websites. Social bookmarking is another tool which helps to drive qualified direct traffic to the website.

IV Local Marketing

Local Search listing enables users to find businesses and services within a specific geographic region. We add our site to Local Marketing sites. Local traffic denotes visitors, who searched not only for a general key phrase, but also use a geographical term. From this, it can be easily assumed that to get local search traffic, you need to have both the general keywords and geographical locations on your site.

Result: Since Psychotherapy Associates of Chicago had started using our SEO services, they have increased monthly pageviews in 6 Months from **10,048** to **14,324** more than **40%**. Through our optimization tactics, we have been very successful in increasing the company's web presence increasing their monthly organic search traffic from **1,432** to **6,151** more than **300%**. Our link building services have increased the total number of inbound links by more than **200%**. We also have been able to achieve 10 TOP twenty ranking positions including 6 keywords attaining #1 PAGE ranking!

Below is the search engine ranking results we were able to achieve for our client, the Psychotherapy Associates of Chicago, in the Internet's most popular search engines Google, Yahoo and MSN.

Google search results in the month of March 2009 at google.com 10 TOP 20 positions including 6 TOP 10 positions.



Keyword	Google March 09
Chicago psychiatrist	7
Chicago psychiatrists	20
Chicago psychotherapy	1
Chicago therapist	18
Chicago therapists	9
Chicago therapy	2
Counseling psychology chicago	18
Psychologists Chicago	13
psychotherapy chicago	1
counseling chicago	5

Increase Visibility

SEARCH ENGINE OPTIMIZATION

YAHOO!

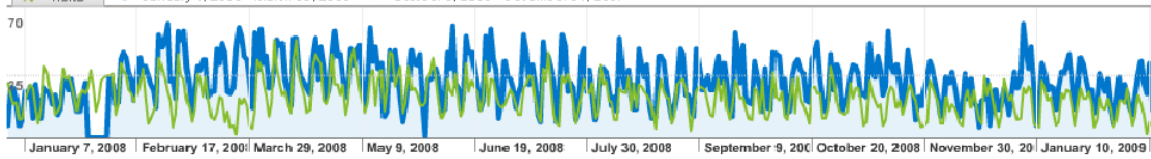
Keyword	Yahoo - March09
Chicago psychiatrist	3
Chicago psychiatrists	2
Chicago psychologist	18
Chicago psychotherapy	2
Counseling psychology chicago	14
psychotherapy chicago	1
psychologist chicago	4
psychologists chicago	2
Chicago therapy	8

msn.

	MSN March-09
Chicago psychiatrists	5
Chicago psychologist	8
Chicago psychotherapy	3
Chicago therapist	6
Psychologists chicago	3
Chicago therapists	6
psychologist chicago	1
psychotherapy chicago	8
Counseling psychology chicago	15
psychiatrist chicago	9

Increase Visibility

SEARCH ENGINE OPTIMIZATION



Site Usage



14,324 Visits

Previous: 10,084 (+42.05%)



46,400 Pageviews

Previous: 15,967 (+190.60%)



3.24 Pages/Visit

Previous: 1.58 (+104.58%)



39.81% Bounce Rate

Previous: 57.74% (-31.05%)



00:02:02 Avg. Time on Site

Previous: 00:01:17 (+59.49%)



83.61% % New Visits

Previous: 89.28% (-6.35%)