

PSYCHOLOGICAL SERVICES & HOLISTIC HEALTH, INC.

Live Healthy and Happy

SEO Case Study

Have presented the
website progress data till

date in detail from SEO perspective which is easy

Project Details

Project Scope	SEO for attaining better traffic and keyword rankings.
Project Started	29-09-2017
Business Niche	Mental Health

Country

United States

Website Stats Comparison

October, 2017

Website Grade	76
Alexa Rank	-
Indexed Pages	48
Backlinks	53

March, 2018

Website Grade	91
Alexa Rank	9257323
Indexed Pages	55
Backlinks	111

Target Keywords Ranking Comparison

October, 2017

Psychologist in LA	-
Psychologist in DTLA	154
Best Psychologist DTLA	147
Psychological Services in LA	98
Psychological Services in Downtown Los Angeles	105
Psychological Services in Newport beach	-
Best Psychotherapist DTLA	112

March, 2018

Psychologist in LA	5
Psychologist in DTLA	4
Best Psychologist DTLA	2
Psychological Services in LA	1
Psychological Services in Downtown Los Angeles	2
Psychological Services in Newport beach	5
Best Psychotherapist DTLA	3

Google Analytics Audience Report October, 2017

Users
208



New Users
208



Sessions
312



Number of Sessions per User
1.50



Pageviews
541



Pages / Session
1.73



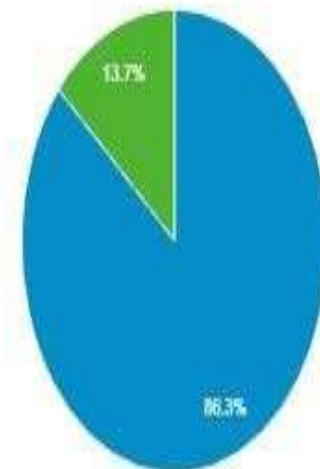
Avg. Session Duration
00:01:54



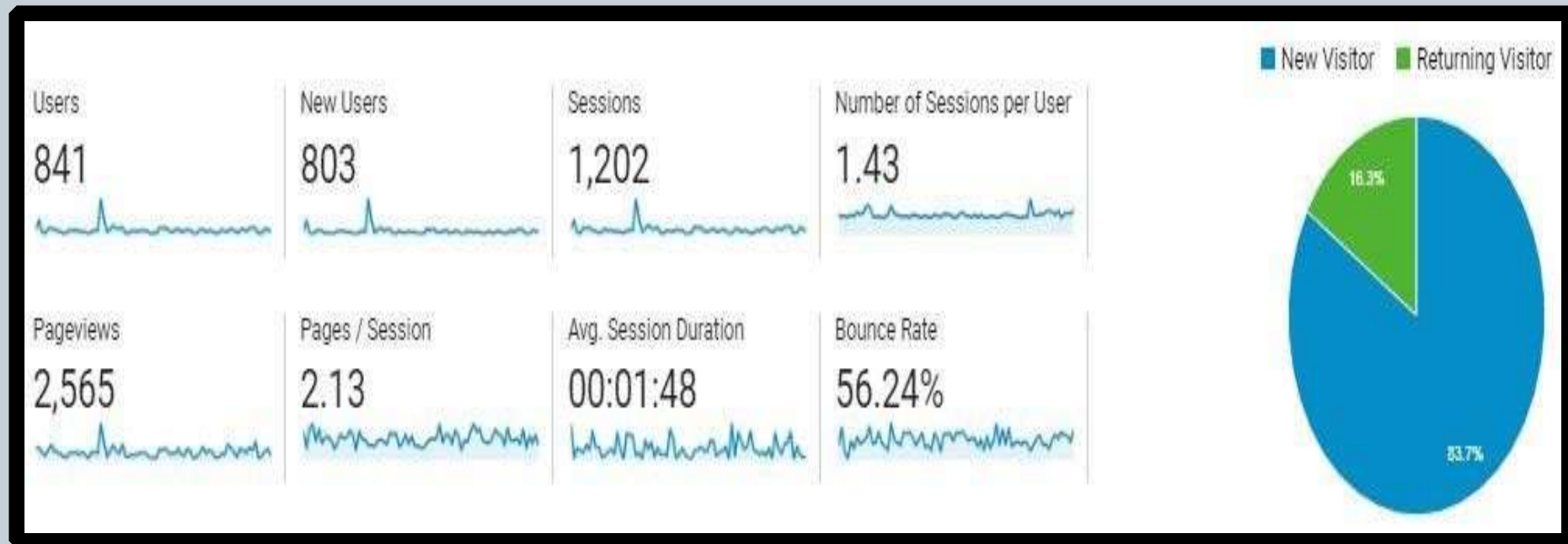
Bounce Rate
65.06%



■ New Visitor ■ Returning Visitor



Google Analytics Audience Report March, 2018



Organic Traffic Acquired October, 2017

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	208 % of Total: 100.00% (208)	208 % of Total: 100.00% (208)	312 % of Total: 100.00% (312)	65.06% Avg for View: 65.06% (0.00%)	1.73 Avg for View: 1.73 (0.00%)	00:01:54 Avg for View: 00:01:54 (0.00%)
1. Direct	144 (66.67%)	144 (69.23%)	221 (70.83%)	68.78%	1.67	00:01:12
2. Organic Search	64 (29.63%)	60 (28.85%)	79 (25.32%)	58.23%	1.81	00:02:59
3. Referral	5 (2.31%)	4 (1.92%)	5 (1.60%)	20.00%	2.40	00:03:35
4. Social	3 (1.39%)	0 (0.00%)	7 (2.24%)	57.14%	2.43	00:11:04

Organic Traffic Acquired March, 2018

Default Channel Grouping	Acquisition			Behavior		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
	1,017 % of Total: 100.00% (1,017)	995 % of Total: 100.10% (994)	1,423 % of Total: 100.00% (1,423)	55.02% Avg for View: 55.02% (0.00%)	2.24 Avg for View: 2.24 (0.00%)	00:02:08 Avg for View: 00:02:08 (0.00%)
1. Direct	614 (58.53%)	602 (60.50%)	787 (55.31%)	60.36%	2.03	00:01:42
2. Organic Search	389 (37.08%)	362 (36.38%)	540 (37.95%)	46.11%	2.57	00:02:29
3. Social	26 (2.48%)	22 (2.21%)	42 (2.95%)	69.05%	2.02	00:02:29
4. Referral	20 (1.91%)	9 (0.90%)	54 (3.79%)	55.56%	2.20	00:04:38

Webmaster Search Analytics Data October, 2017

Total clicks

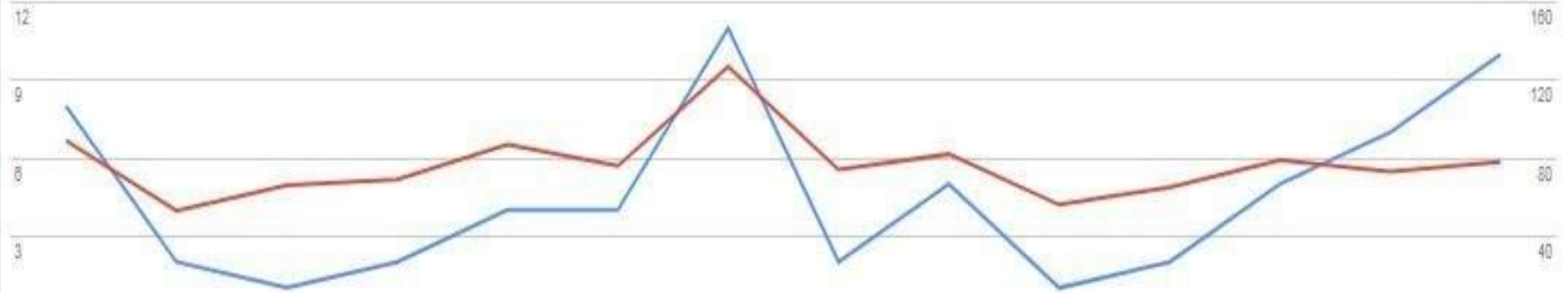
64

Total impressions

1,074

Clicks

Impressions



Webmaster Search Analytics Data March, 2018

Total clicks

200

Total impressions

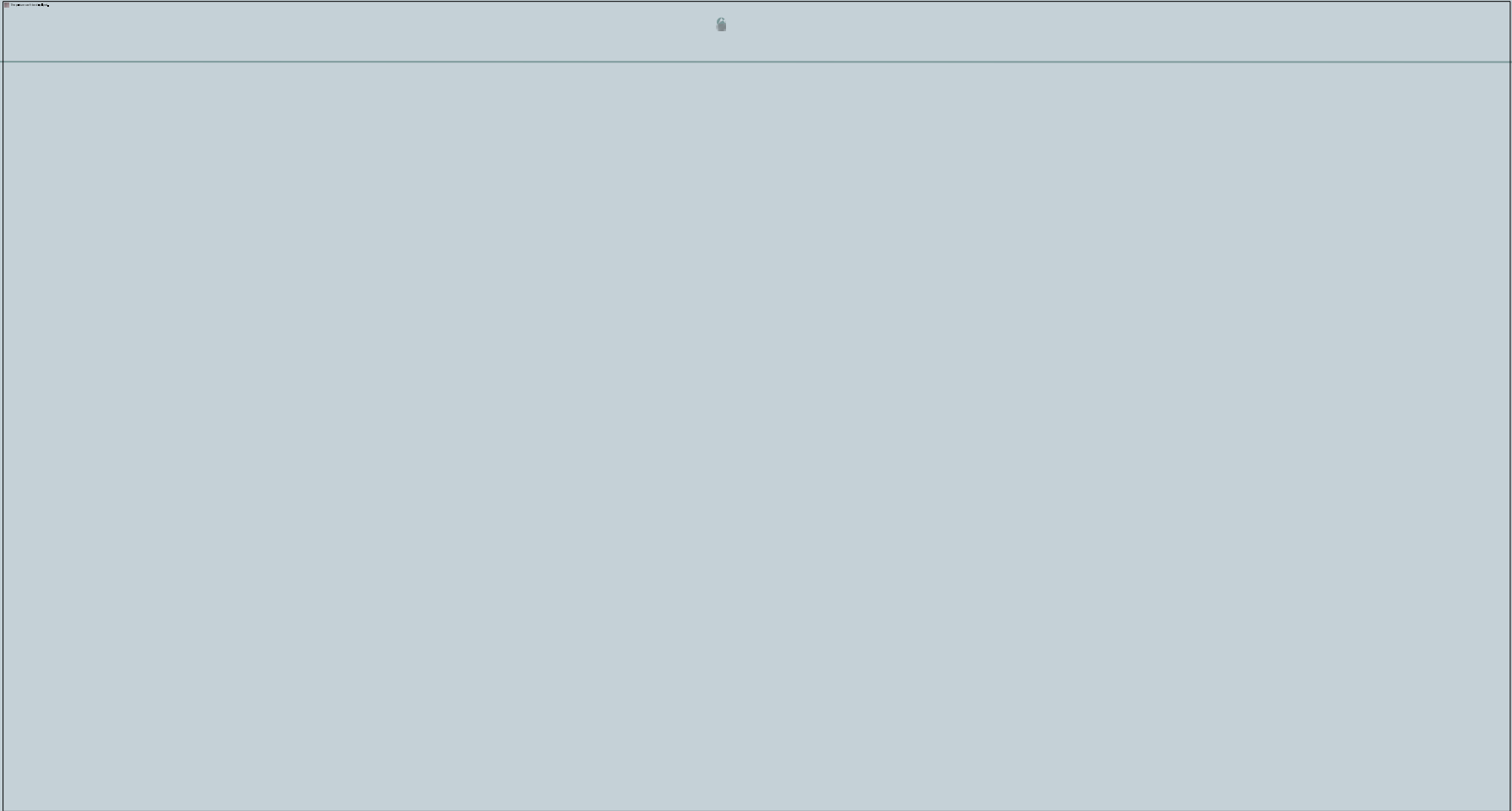
8,507

Clicks

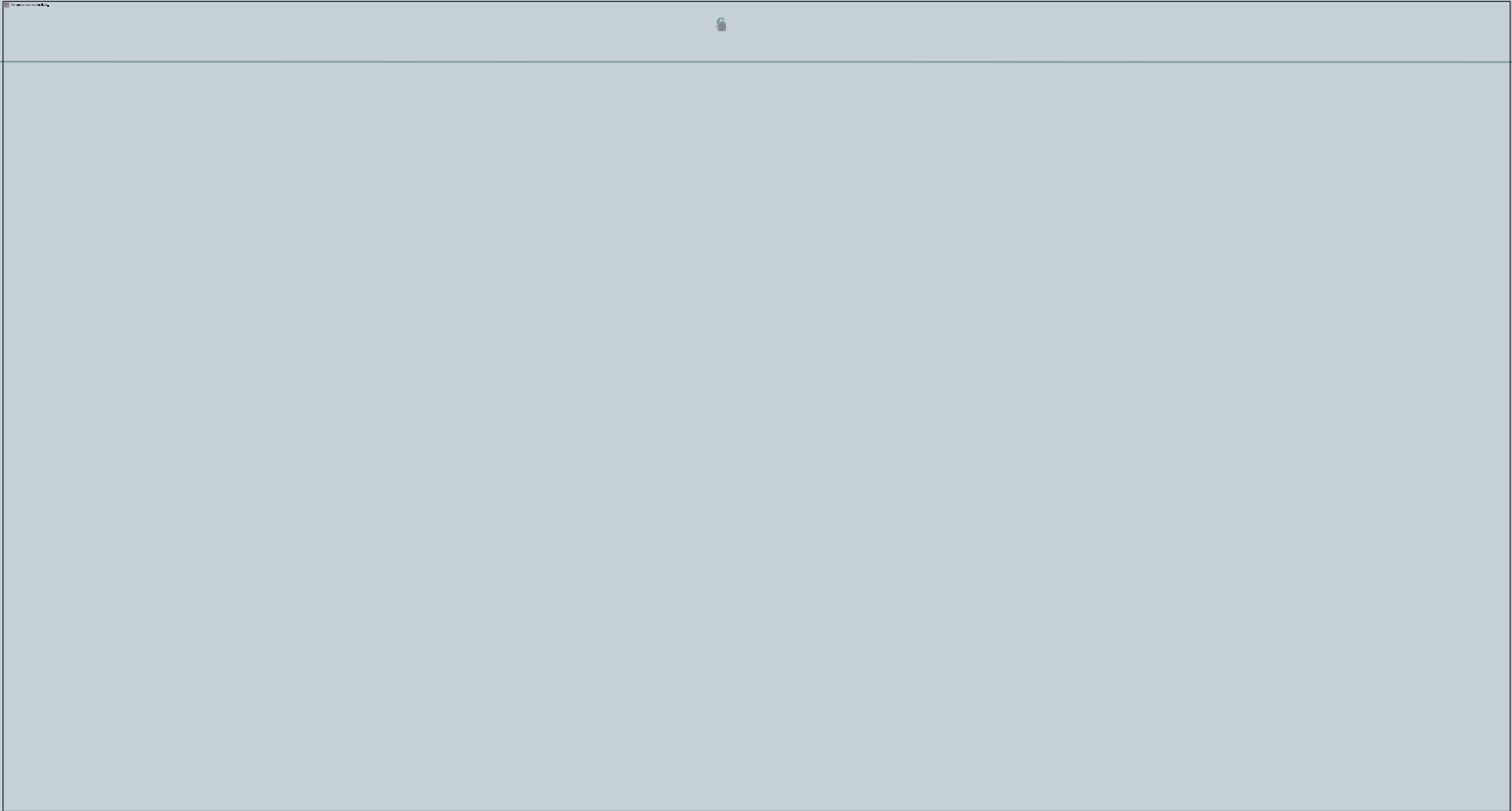
Impressions



Audience Retention Comparison



Webmaster Search Analytics Data Comparison



Thanks

- I hope the above presented data would help in determining the progress and outcome acquired from the efforts made till date.