

Case Study | Counseling/Coaching

Goal

Enhance Keyword Performance

Increase Engagement and Visibility

20-40% increase in conversions/goal completions

Action Plan

1. Extensive keyword research to find relevant keywords including competitive analysis
2. Optimize GMB profile from top to bottom
3. Built relevant niche and local citations
4. Optimized onsite for location signals
5. Post weekly on their GMB profile to increase additional signals
6. Evaluate the site's content silo for content strategy
7. Create and publish monthly blogs as supplementary content for target keywords

The client's SEO campaign started in May. Here are some notable contributions of organic search efforts.

- 52.73%, or 1170 out of 2219 new users, came from organic search
- 53.40%, or 1195 out of 2238 users, came from organic search
- 57.21%, or 2070 out of 3618 sessions, came from organic search
- 63.73%, or 1193 out of 1872 engaged sessions, came from organic search
- 61.80%, or 12,761 out of 20,648 total events, came from organic search
- 8075 recorded page views on the website
- 6716 recorded user engagements on the website
- 2219 recorded user visits on the website
- 3 recorded phone calls on the website.
- 231 total clicks recorded in Google Search Console
- 11.6K total impressions recorded in Google Search Console
- 2% average click-through rate (CTR) recorded in Google Search Console
- 44.9 average position recorded in Google Search Console
- Keyword improvement on the following:
 - Psychoeducational Learning Assessments improved by 23 positions in organic desktop and 20 positions in organic mobile

- School Consulting Calgary improved by 16 positions in organic desktop
- Schools Organization Consulting Calgary improved by 4 positions in organic desktop and 4 positions in organic mobile
- Behavior Assessments for Students Calgary improved by 4 positions in organic desktop and 8 positions in organic mobile
- Psychological Testing Calgary improved by 4 positions in organic desktop and 3 positions in organic mobile
- Academic Coaching Calgary improved by 3 positions in organic desktop and 6 positions in organic mobile
- Life Skills Coaching improved by 1 position in organic desktop and 1 position in organic mobile
- Psychoeducational assessment improved by 1 position in organic desktop
- Behavioral Consultation Calgary improved by 2 positions in organic mobile

Google Analytics

User Acquisition

Here are the user acquisition metrics for the client. As seen in the image, 52.73%, or 1170 out of 2219 new users, came from organic search.

First user default channel group ▾ +		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾
		2,219 100% of total	1,872 100% of total	51.74% Avg 0%	0.84 Avg 0%	1m 26s Avg 0%	20,648 100% of total
1	Organic Search	1,170	1,175	57.35%	1.00	1m 45s	12,502
2	Direct	851	542	40.66%	0.63	1m 01s	6,456
3	Referral	175	140	58.82%	0.80	1m 28s	1,512
4	Organic Social	23	14	56%	0.61	0m 42s	178

Traffic Acquisition

Additionally, here are the traffic acquisition metrics for the client. As seen in the image, 53.40%, or 1195 out of 2238 users, and 57.21%, or 2070 out of 3618 sessions, came from organic search. 63.73%, or 1193 out of 1872 engaged sessions, and 61.80%, or 12,761 out of 20,648 total events, also came from organic search.



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
		2,238 100% of total	3,618 100% of total	1,872 100% of total	0m 53s Avg 0%	0.84 Avg 0%	5.71 Avg 0%	51.74% Avg 0%	20,648 100% of total
1	Organic Search	1,195	2,070	1,193	1m 00s	1.00	6.16	57.63%	12,761
2	Direct	859	1,265	506	0m 39s	0.59	4.77	40%	6,029
3	Referral	195	273	158	0m 57s	0.81	6.06	57.88%	1,655
4	Organic Social	23	26	14	0m 37s	0.61	6.92	53.85%	180
5	Unassigned	10	17	0	0m 05s	0.00	1.35	0%	23

Events

Here are the events on the website. As seen, the website had 8075 page views, 6716 user engagements, and 2219 user visits. We also recorded three (3) phone call clicks on the website.

Event name +		↓ Event count	Total users	Event count per user	Total revenue
		20,648 100% of total	2,241 100% of total	9.23 Avg 0%	\$0.00
1	page_view	8,075	2,235	3.62	\$0.00
2	user_engagement	6,716	1,698	4.02	\$0.00
3	session_start	3,635	2,235	1.63	\$0.00
4	first_visit	2,219	2,218	1.00	\$0.00
5	phone_call_click	3	3	1.00	\$0.00

Google Search Console

For our Google Search Console metrics, we had 231 total clicks, 11.6K total impressions, a 2% average click-through rate (CTR), and a 44.9 average position.



Keywords

We also had some keyword improvements for the following keywords:

- Psychoeducational Learning Assessments improved by 23 positions in organic desktop and 20 positions in organic mobile
- School Consulting Calgary improved by 16 positions in organic desktop
- Schools Organization Consulting Calgary improved by 4 positions in organic desktop and 4 positions in organic mobile
- Behavior Assessments for Students Calgary improved by 4 positions in organic desktop and 8 positions in organic mobile
- Psychological Testing Calgary improved by 4 positions in organic desktop and 3 positions in organic mobile
- Academic Coaching Calgary improved by 3 positions in organic desktop and 6 positions in organic mobile
- Life Skills Coaching improved by 1 position in organic desktop and 1 position in organic mobile
- Psychoeducational assessment improved by 1 position in organic desktop
- Behavioral Consultation Calgary improved by 2 positions in organic mobile

Keyword	Organic Desktop		Organic Mobile	
	Rank	Change	Rank	Change
Psychoeducational Learning Assessments	18	23 ↑	18	20 ↑
School Consulting Calgary	8	16 ↑	7	+
Schools Organization Consulting Calgary	1	4 ↑	1	4 ↑
Behavior Assessments For Students Calgary	10	4 ↑	10	8 ↑
	16	+	16	+
Psychological Testing Calgary	25	4 ↑	25	3 ↑
Academic Coaching Calgary	28	3 ↑	25	6 ↑
Life Skills Coaching	3	1 ↑	3	1 ↑
Psychoeducational Assessment	17	1 ↑	18	2 ↓
Behavioral Consultation Calgary	9	0	8	2 ↑