

Traffic Up, Leads Up More

CHIROPRACTIC HEALING — WITHOUT DRUGS OR SURGERY



“We are very pleased how Straight North has gotten our name out in the local neighborhoods we serve. Their SEO campaign is definitely bringing more people in for help.”

BILL FIELY
PRESIDENT

STRATEGY

- ▶ Optimize the main service pages on the AMH website
- ▶ Track conversions more granularly
- ▶ Improve on-site conversions

KEY TACTICS

- ▶ Developed keyword-optimized content for main service pages and established quality links back to them
- ▶ Implemented on-site phone and form tracking
- ▶ Optimized usability and positioning of on-site forms



▶ Organic traffic is **up 43%**

Five months into our initial SEO campaign

▶ Sales leads are **up 53%**

Improvements in conversion tracking enabled us to quickly improve the keyword focus of the campaign



STRAIGHTNORTH
Make every click count.®