

## The Company

PCH Treatment Center is located in Los Angeles, California. We offer advanced mental health treatment for depression, bipolar disorder, anxiety, personality disorders, self-injury and psychological trauma.



## The History

PCH Treatment Center had been using the services of an SEO Consultant that wasn't providing a strategic vision and plan to increase online revenues. PCH Treatment had no organic keyword rankings and the PPC campaign was running inefficiently.

## The Challenge

### Organic Search

PCH Treatment was receiving less than 3 visitors per day from organic keywords. The website pages weren't optimized and didn't rank in search engines. The website couldn't be found in search engines by potential customers.

### Design

There was a lack of organization of information and pages. Conversion and trust elements were sparse resulting in a low call and webform submission rate.

### Paid Search

There was an Adwords program in place, but it wasn't setup properly and lacked keyword and group organization. The urls used in the Ads weren't the most targeted resulting in high abandon rates and wasted budget. The setup didn't result in emails or calls.

### Conversion

The visitors that were arriving to the website via Google Adwords weren't converting into a webform submission or call.

## The Solution

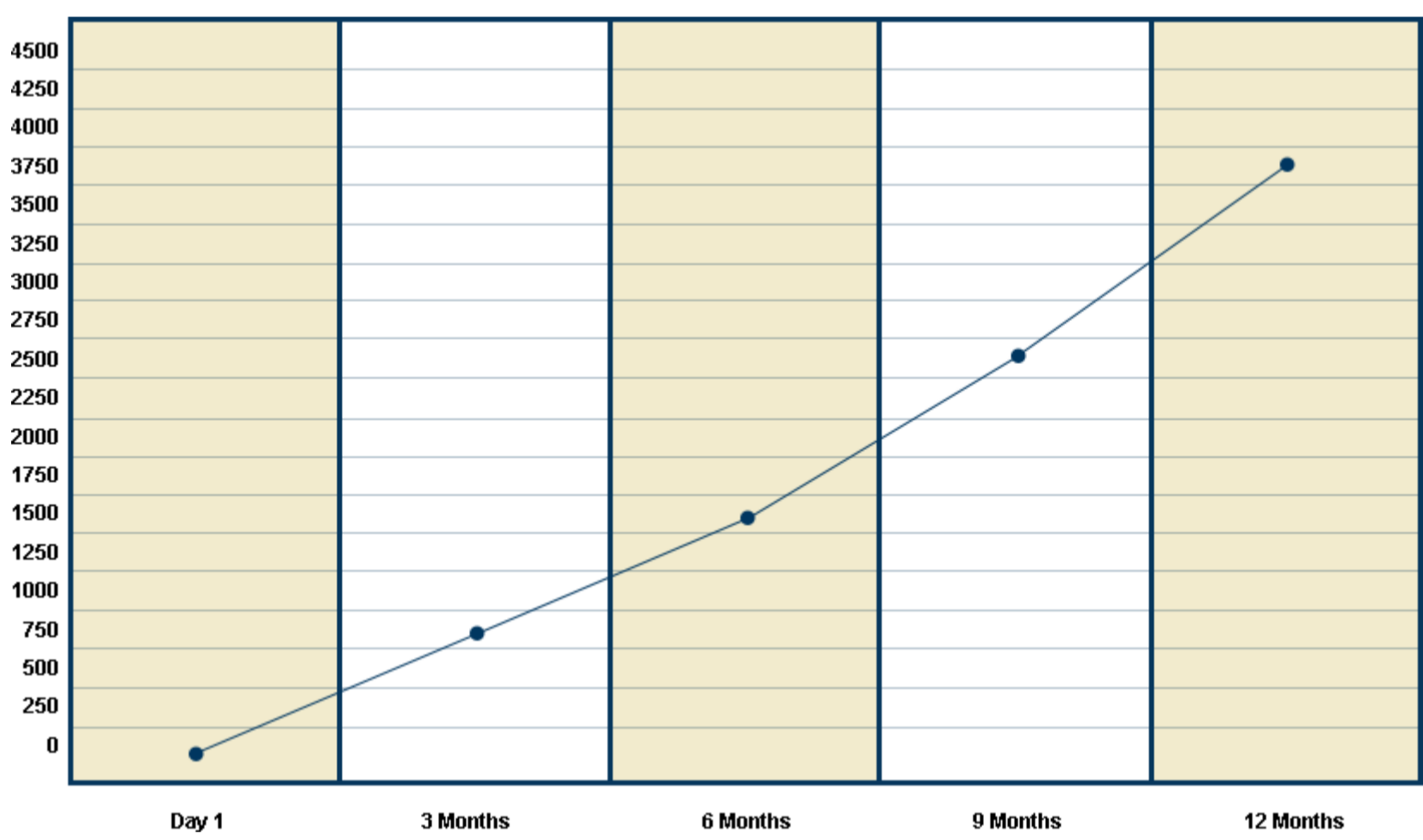
- Redesign the website including – navigation for visitors to quickly find what they need, trust elements, webforms, re-branding
- Add content rich pages for all services and conditions
- Focus on organic and pay per click keywords that have the highest search volume
- Create targeted pages with valuable information and images
- Optimize each of these pages for a set of 3 related keywords
- Organize Google Adwords campaign into targeted groups
- Target keywords that are relevant and have the intention of buying the service
- Send Google Adwords click-throughs to the most relevant landing page
- Redesign website to include the most important conversion and trust elements
- Create a Link building campaign for the most profitable and targeted keywords

## The Results

PCH Treatment started ranking for Organic keywords within 1 month. PCH Treatment realized a positive monthly return on monthly budget within 3 months and it continues to grow. Organic rankings, Organic traffic, SEO leads and PPC leads have increased by thousands of percent. Return on monthly spend is over 300%.

### MONTHLY VISITORS

FIRST 12 MONTHS WITH SEO SERVICES LOS ANGELES



### RESULTS CHART

	DAY 1	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
<b>Organic Rankings</b> Definition: Website listing in the organic search listings in search engines	0 keywords in top 10 rankings	30+ keywords in top 10 rankings	75 + keywords in top 10 rankings	120 + keywords in top 10 rankings	200 + keywords in top 10 rankings
<b>Organic Visits</b> Definition: Visit resulting from an organic search in search engines	7 per day, 210 per month	28 per day, 850 per month	60 per day, 1800 per month	77 per day, 2300 per month	133 per day, 4,000 per month
<b>SEO Leads</b> Definition: Call or Webform submitted from an organic search in search engines	Less than 1 per day, 20 per month	2.5 per day, 75 per month	3.8 per day, 115 per month	4.3 per day, 130 per month	6 per day, 180 per month
<b>PPC Leads</b> Definition: Call or Webform submitted from an organic search in search engines	1 per day, 30 leads per month	1.4 per day, 42+ per month	1.6 per day, 49+ per month	2 per day, 60+ per month	2.4 per day, 72+ per month

Note: Leads per day and month are averaged over the time period

## PCH Treatment Testimonial

SEO Services Los Angeles has proven invaluable in helping us to increase our web presence, improve traffic to our business, and help us create a strong online presence. SEO Services LA performed an initial evaluation of our business that was unparalleled in comparison to four other bids we had. SEO Services LA evaluated our clientele, changing our entire marketing strategy, which had been misdirected. From monthly reviews of performance, to quick and accurate communications and goal-setting, SEO Services LA has the highest level of quality in a field with many ineffective or even unscrupulous companies. Highly recommended.

Terry, Owner of PCH Treatment