

10Xing Search Traffic for Chiropractic Website

www.getleverage.com



Meet Blake

Blake Kalkstein runs **Kalkstein Chiropractic** with his father Jeff and brother Warren in Maryland, where he works with everyone from active duty wounded soldiers to elite professional athletes. Regardless of who he's helping, Blake has one goal in mind when treating a patient—to get them out of pain and help them return to living their lives as quickly as possible.

With regards to his business, he knew he could be doing better, but he wasn't sure how. Blake understood the value of SEO and was interested in optimizing his website to improve his rankings, but he didn't know how to go about it. Like so many medical professionals, he has extensive education in his field—including

a Masters in sports medicine—but no one teaches you how to run a business or market your practice at medical school.

That's where the Leverage team comes in...



Leverage



Blake's Goals

Blake came to Leverage with a simple and specific goal. He wanted to **increase the organic search traffic to his website by 10X**. He wanted to be the **go-to choice** when someone searched for a chiropractor in his area.



Jake M.

Leverage, SEO & Paid Traffic Expert

Jake created, implemented, and managed the SEO strategy. His skill sets include lead generation, ecommerce, SEO, digital ads, funnel optimization, analytics, and more.



Heidi T.

Leverage, Content Writer

Heidi wrote the 15 blog posts based on Jake's SEO recommendations. Heidi's skill sets include copywriting, content creation, book ghostwriting, publishing, and marketing.

Our Plan

We started this project by getting on a call with Blake to discuss his business, marketing strategy, and goals. At Leverage, we look at your business holistically to ensure our work will provide the best results you're looking for. Sometimes, that means telling you the project you have in mind isn't the best solution for your business!

In this case, Blake's goal of improving his search rankings made sense. Here's how we attacked the project:

Step 1: Perform keyword research and identify keywords with high opportunity scores.

Step 2: Provide SEO notes to a copywriter with technical SEO recommendations.

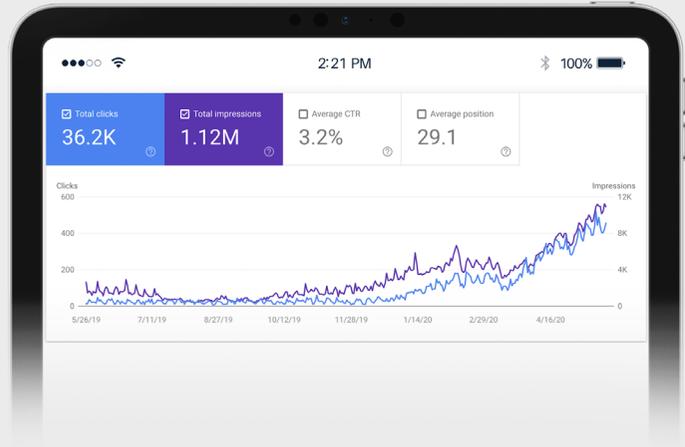
Step 3: Create a series of SEO-optimized blog posts.

Step 4: Manage, report and optimize published blog posts to ensure they rank and index properly.

The Results

We were able to accomplish Blake’s specific goals with this project by creating and publishing 15 SEO-optimized blog posts within a 6-month period. And instead of 10Xing Blake’s SEO traffic as he requested, we increased it by 18X!

Of the 15 blog posts created, 14 rank for relevant keywords on the first page of Google and 11 rank at the top of the first page.



Organic Traffic

↑ **18X** increase from May 2019 to May 2020

Impressions

↑ 2,000 daily impressions → **11,000** daily impressions

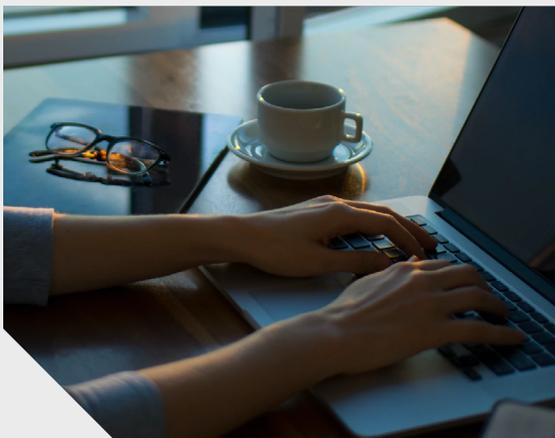
Clicks

↑ 10 daily clicks → **500** daily clicks

Google Rankings

↑ **14 out of 15** blog posts ranking on first page of Google

↑ **11** out of 15 blog posts ranking on the top of the first page of Google



Blake also uses Leverage for...

- Email newsletters and campaigns
- High level marketing strategy and guidance
- Graphic design
- Social media management
- Marketing and sales copywriting