

Business Case Study and Report

Premier Sports and Spine



Presented by:
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Locations Conditions ▾ Services ▾ About Us ▾

P R E M I E R S P O R T S & S P I N E

PLAY
STRONGER,
SAFER,
LONGER



Company Overview

Premier Sports & Spine helps athletes of all ages and skill levels recover from pain and injury based in Eden Prairie, MN. Premier Sports & Spine is a Minnesota sports chiropractic clinic that helps athletes get back in the game, stronger and faster. Their online performance was poor and the website did not rank for any relevant keywords

Timeline for Project Success: **12 Months**

Geography: Minnesota

Services Offered to Client: **Search Engine Optimization, Content Marketing**

Problem Statement

01

Get More Traffic through Organic Search

Achieved by improving the existing content profile.

02

Increase the Keywords Ranking on Google in Minnesota

increase the number of ranked keywords for other services

03

Increase the Backlinks of the Website

Create more backlinks and gain competitive edge over competitors.

Problem #1

Get More Traffic through Organic Search

Organic Traffic

360

(Sept'2017)

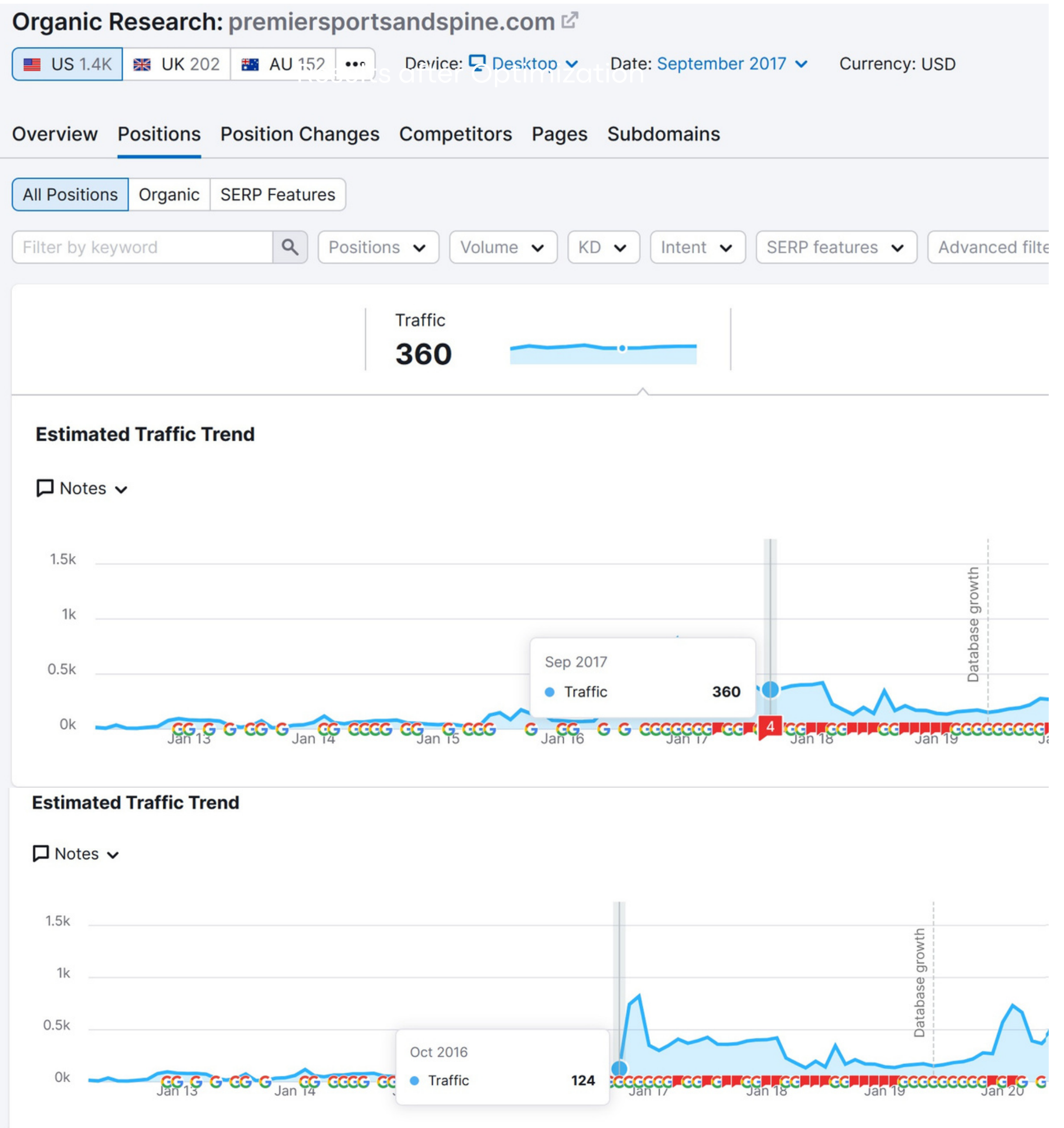
190% Increase

In a span of 12 Months, the organic traffic on the website had grown by 190.32%

Organic Traffic

124

(Oct'2016)



Problem #2

Increase the Keywords Ranking on Google in Minnesota

Organic Traffic

1,404

(Sept'2017)

178% Increase

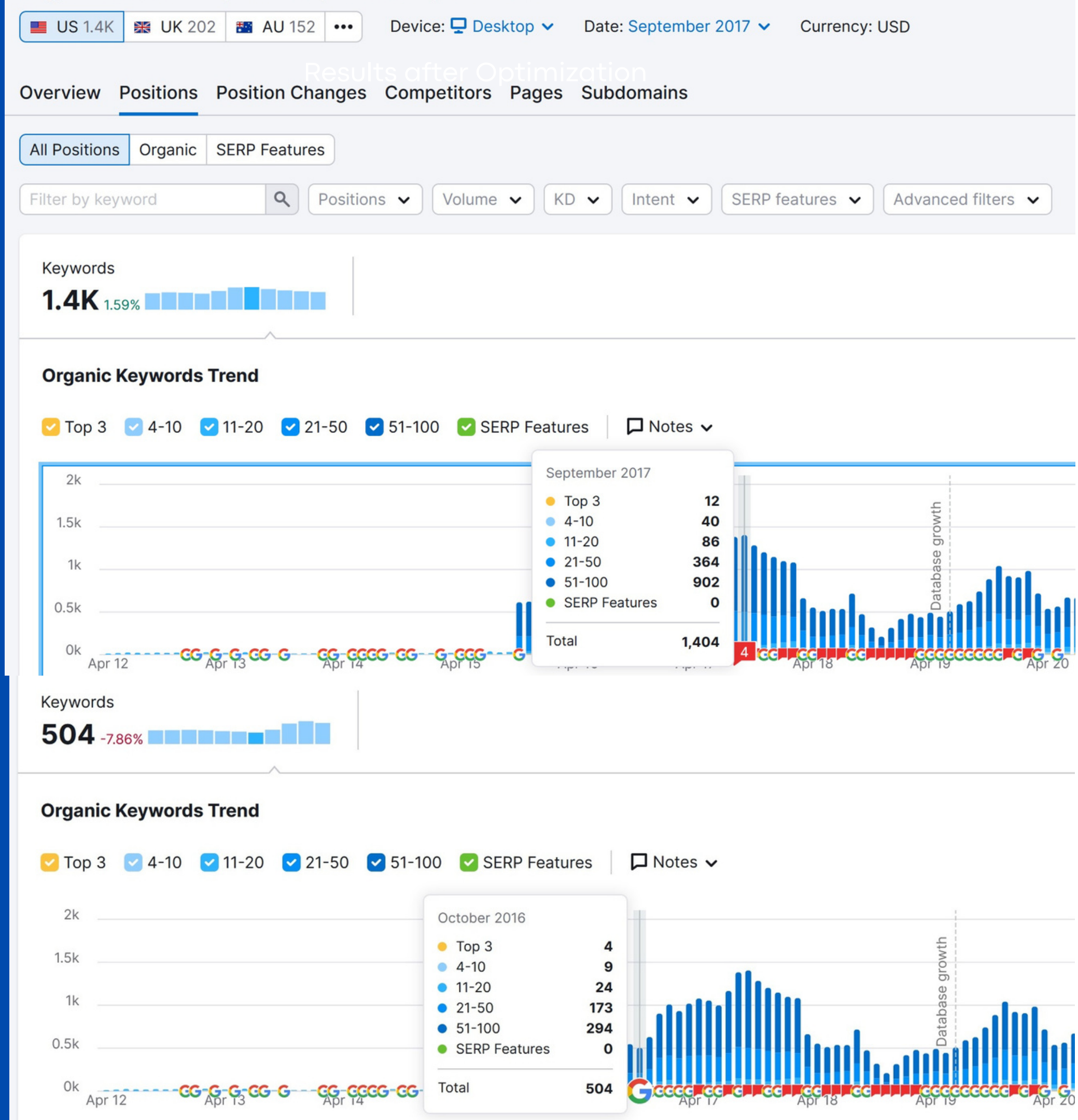
In a span of 12 Months, the website started ranking for more than 1,404 keywords an increase of 178.57%.

Out of this, 52 keywords appeared in top 10 positions of Google

Ranked Keywords

504

(Oct'2016)



Problem #3

Increase the Backlinks for the website

Total Backlinks

147

(Sept'2017)

133% Increase

In a span of 12 Months, the website's total number of backlinks improved by 133.33%.

Total Backlinks

63

(Oct'2016)

Backlinks *i*



Backlinks *i*





Organic Search Traffic improved by **190% in 12 Months.**

Total Ranked keywords improved by **178% in 12 Months.**

Total Backlinks for the website increased by **133% in 12 Months.**

Get In Touch

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