

Business Case Study and Report

Winchell Chiropractic



Presented by:
Agreed Technologies

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Company Overview

Winchell Chiropractic focuses on fixing the cause of pain and health issues in athletes and difficult cases based in Mission Viejo, CA. They practice a patient-centered, hands-on approach to chiropractic wellness. Their online performance was poor and the website did not rank for any relevant keywords.

Timeline for Project Success: **22 Months**

Geography: California

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 California

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

235

(Feb'2019)

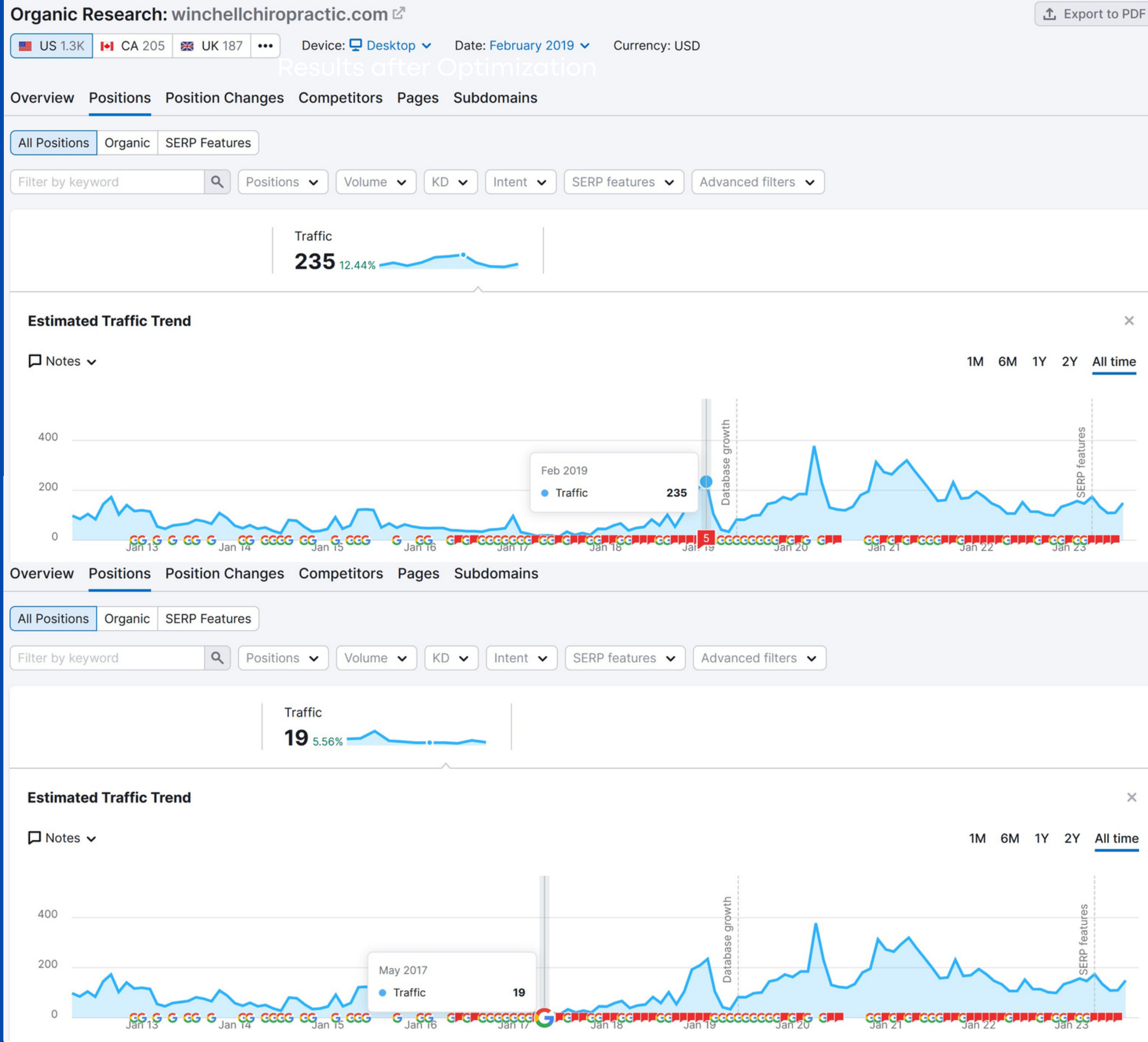
1,137% Increase

In a span of 22 Months, the organic traffic on the website had grown by 1,136.84%

Organic Traffic

19

(May'2017)



Problem #2

Increase the Keywords Ranking on Google in California

Ranked Keywords

1,278

(Feb'2019)

569% Increase

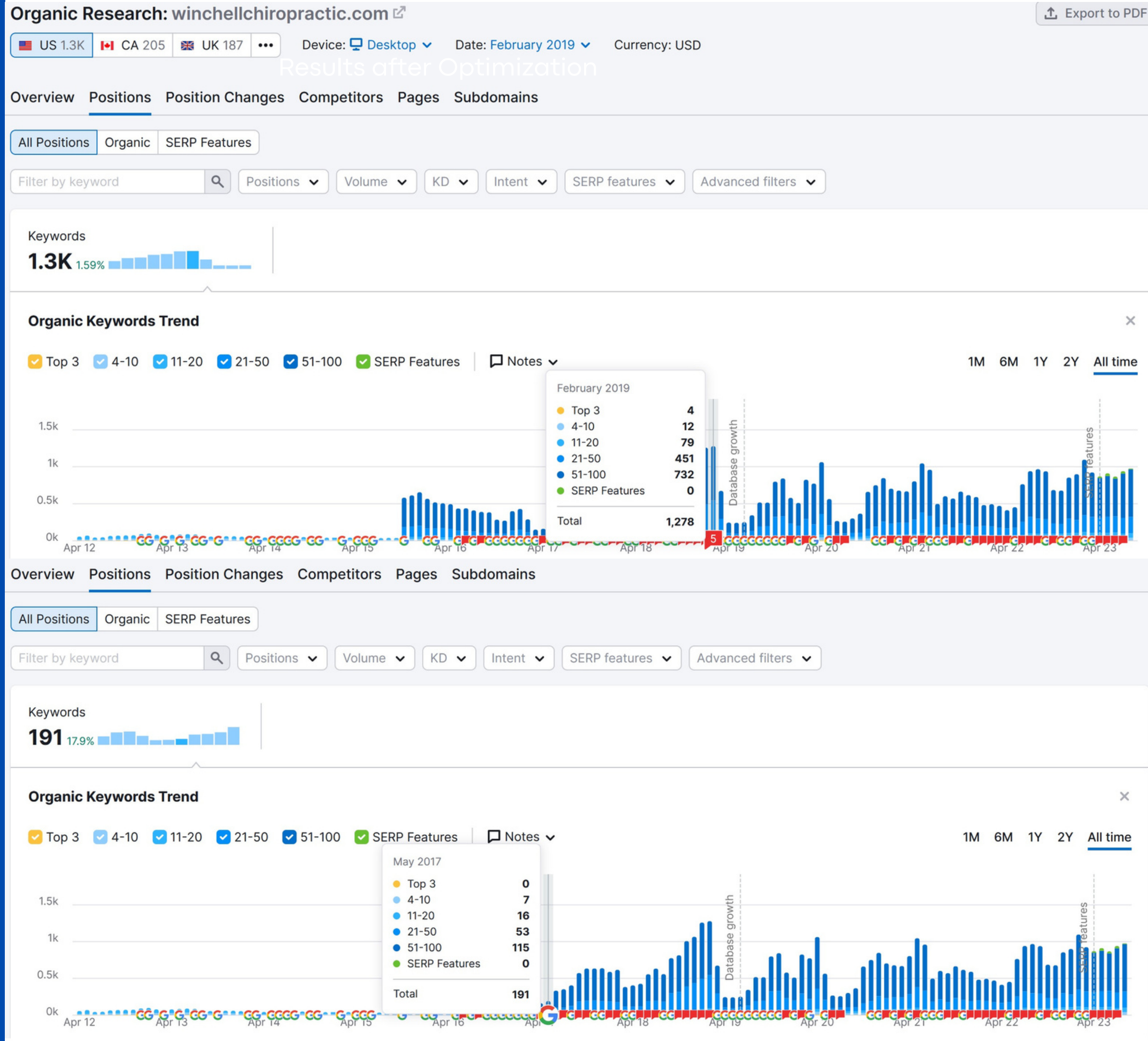
In a span of 22 Months, the website started ranking for more than 1,278 keywords an increase of 569.11%.

Out of this, 16 keywords appeared in top 10 positions of Google

Ranked Keywords

191

(May'2017)



Problem #3

Increase the Backlinks for the website

Total Backlinks

472

(Feb'2019)

574% Increase

In a span of 22 Months, the website's total number of backlinks improved by 574.28%.

Total Backlinks

70

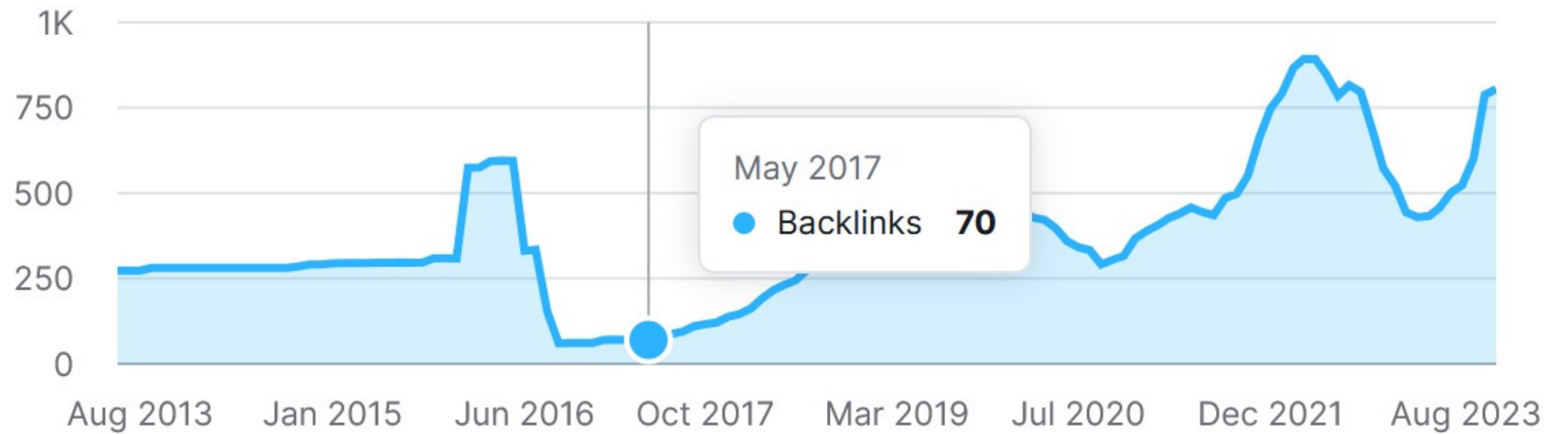
(May'2017)

Backlinks *i*

1Y All Time



1Y All Time





Organic Search Traffic improved by **1,137%** in 22 Months.

Total Ranked keywords improved by **569%** in 22 Months.

Total Backlinks for the website increased by **574%** in 22 Months.

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Email

contact@agreedtechnologies.com

Website

agreedtechnologies.com

Call us

+1 (408) 520 9754

