

# TRAFFIC UP, LEADS UP EVEN MORE

## ABOUT ALIGNED MODERN HEALTH

Aligned Modern Health (AMH) provides a variety of wellness services in 10 Chicago-area neighborhoods, including chiropractic care, acupuncture, massage therapy, functional nutrition and physical rehabilitation. The organization retained Straight North to improve its organic search visibility with an SEO campaign.

## 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

## RESULTS

# LEADS OUTPACE TRAFFIC

Over the same time period, sales leads are up 53 percent. Improvements in conversion tracking enabled us to quickly improve the keyword focus of the campaign.

## AMAZING FACT

# 43 IN 5

Five months into our SEO campaign, organic site traffic is up 43 percent.



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

Bill Fiely, Owner  
ALIGNED MODERN HEALTH



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