

Progress made:

- **Analysis of onsite SEO** - This is more for me, but it allowed me to see what exactly is working and what's not. The good things are the content, the number of images you use, your links within your site and your user/Google-friendly design and navigation. As far as improvement goes, the main one is the number of links coming into your site from other websites, ranking locally so clients can find you and ranking globally so interested people can find your helpful content.
- **Decided Newsletter form placement** and began work to place form on site
- Added **share buttons on blog** posts
- Keyword research of your site to **know what your site shows up for vs what people are searching for**.
- **Submitted** business and website to **Google, Yahoo and Bing** (confirmed Google, waiting on others)
- Added **Google Analytics** to allow for **improved tracking** of visitors
- **Submitted Sitemap** to Google (Yahoo's is undergoing maintenance and I will add it asap)
- Added Google Webmaster Tools which **allows Google to see updates to your site and blog instantly**. It also shows Google all your pages so it can quickly index them.

Results so far:

- According to Google, your **visibility has increased 217%** and your **clicks to your site have increased 30%**. This means **you're showing up in Google Search A LOT more** than before for a lot more search terms, but I will continue working to get more people to click through to your site. Prior to work starting on Oct 1 you only received 6 impressions in Google Search, on October 15th you received 32 and on October 20th you received 19. On October 15th you had 3 unique people click through to your site from a Google search. This is a rate of over 9%. While this number may seem low at first, this is an actually extremely high percent for digital marketing, especially for still not showing up in the top 3 spots in Google! Your average since beginning work is just over 5.2%. Moving forward, **I hope to continue getting you ranking higher in search engines and showing up for more search terms**.

[see below for a more in-depth look]

Problems encountered:

- **Receiving non-client calls from directory listing**. I experienced the same thing when I put my number into Yellowpages. If your customers can see you so can B2B businesses. There are also instances where *the directory itself will immediately call* to verify. It is difficult (sometimes impossible) to submit to directories without having other businesses call you. And *because your main line is your cell, this is very much a hassle* and an irritant. So **I have a suggestion (below)**.

Suggested Solutions:

- **Set up a free Google Voice number for your business**. I've found that Google offers free phone numbers that can *redirect calls to your cell* or business phone. We could use this number

to set up your listings. This way I could ***forward it to me while setting up*** so I could verify/weed out sales calls. Then I could ***switch it over to go to your cell/business line after***.

While the 3 main directories have been taken care of (96.3% of all web traffic uses either Google, Yahoo or Bing - the remaining 3.7% uses AOL or Ask), showing up in other directories gives people more places to find you on the web. I'd like to get you listed on as many as possible because *each listing is another chance to show up in Google* and many people use these sites to look up local businesses. **Would a Google Voice Number be something you'd like me to do?**

I know you're busy so you don't have to comment on all of this, but I would love to hear your thoughts, concerns or questions. Whenever is convenient for you is great and you can give me a call at (863) 701-4327 if that's easier for you.

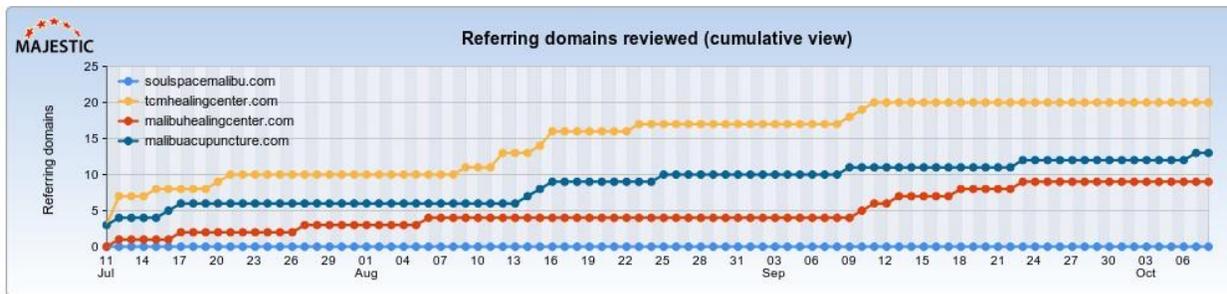
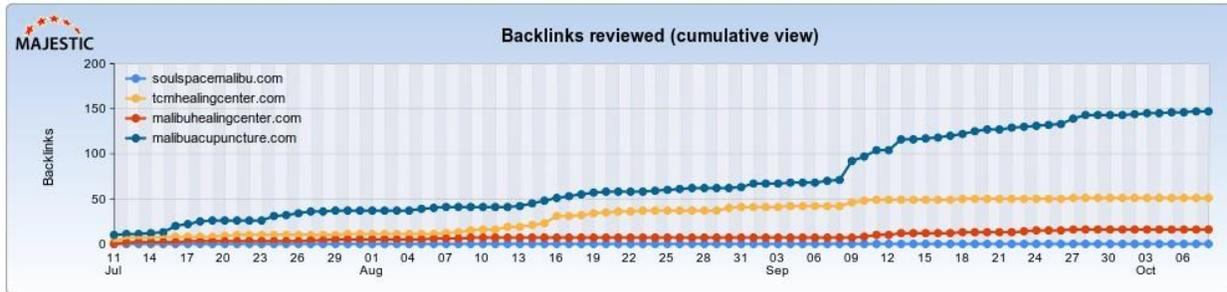
Before Work Began - Analysis

Monthly Searches And Keyword Targeting

| KEYWORDS | Page Rank |
|--------------------------------------|--------------------------|
| health and wellness center malibu | Site not in top 22 pages |
| traditional chinese medicine malibu | Page 2 Position 15 |
| acupuncture malibu | Page 2 Position 2 |
| acupuncture for back pain | Site not in top 18 pages |
| acupuncture for anxiety | Site not in top 18 pages |
| acupuncture for depression | Site not in top 20 pages |
| acupuncture and fertility | Site not in top 18 pages |
| ancient chinese medicine | Site not in top 19 pages |
| acupuncture back pain | Site not in top 20 pages |
| bridges to recovery | Site not in top 18 pages |
| malibu treatment center | Site not in top 17 pages |
| ancient chinese acupuncture | Site not in top 18 pages |
| chinese medicine for weight loss | Site not in top 18 pages |
| Monthly Searches (google.com) | 2,790 |

Number of Links to You vs Competitors' Websites

The more links, the better. Backlinks are links from someone else's webpage to your site. Google sees more links to you site as a sign that your website is an authority. Prior to work, you have 0 backlinks to your website. Referring domains are the number of different *websites* that link to you.

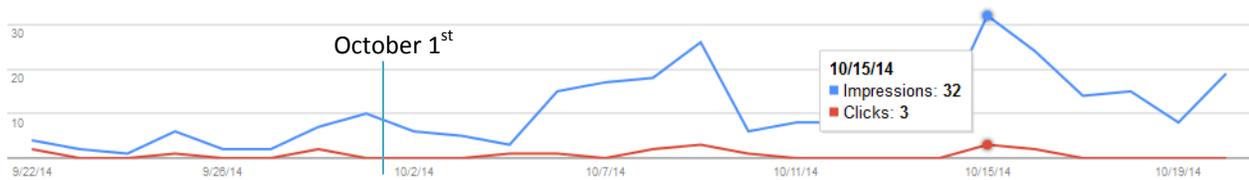


Progress

Impressions & Clickthrough Improvement (Oct 1 – Oct 20)

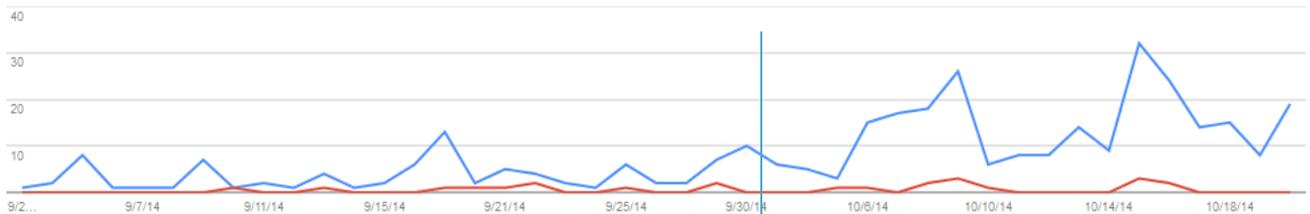


Impressions and Clicks Report:



Extended Report:

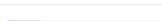
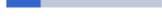
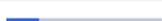
From September 1 – October 21



You are showing up more in Google which is good! The next step is to work on increasing the number of people who click through to your site. This will be done by continuing to increase the number of impressions you get on Google as well as through creating more targeted page descriptions,

Your Site's Significance (according to Google):

This is how Google sees your keywords and content and determines if it's significant enough to show up when someone searches the keyword in Google.

| Keyword | Significance |
|-----------------------------|--|
| 1. acupuncture |  |
| 2. wellness |  |
| 3. soulspace |  |
| 4. medicine (2 variants) |  |
| 5. herbal |  |
| 6. cupping |  |
| 7. gong |  |
| 8. gua |  |
| 9. healing |  |
| 10. assessment |  |
| 11. inspiration |  |
| 12. lifestyle (2 variants) |  |
| 13. consultation |  |
| 14. counseling |  |
| 15. learn |  |
| 16. medical |  |
| 17. massage |  |
| 18. beverly |  |
| 19. meditation (2 variants) |  |
| 20. love |  |

Problems & Solutions



Google Voice gives you a free number that you people can call and it will forward them to your phone.

| Advantages: | Disadvantages: |
|--|--|
| <ul style="list-style-type: none">• It's free• You can put this number out there and have the calls forwarded to me during the setup process• You can easily switch it to forward to your cell phone or an office line after it's set up and the "non-customer" calls have died down• You can track and see who calls you from a directory because you know they're using your Voice number | <ul style="list-style-type: none">• You can get a free number – even a 310 one – but won't be a Malibu number• You'll have a different number listed than on your business card and website |

For more info you can go to: <http://www.google.com/voice>