

Reframed Psychological

Challenge

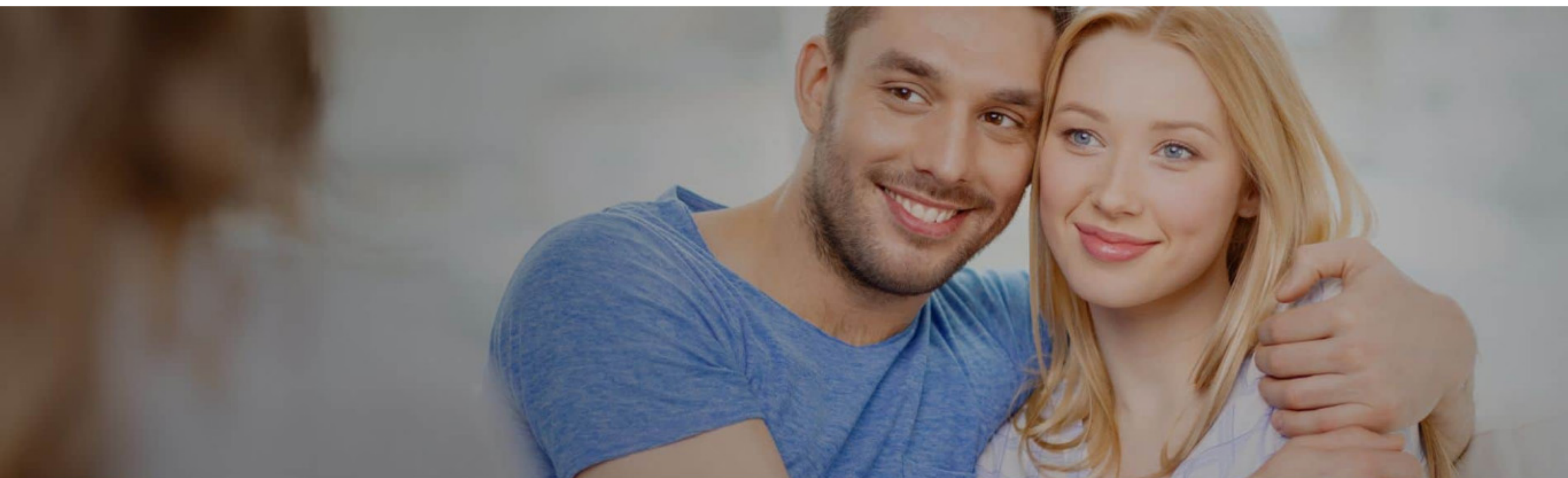
Reframed Psychological reached out because they'd spent months with another SEO company and just weren't seeing the results. It turned out the other firm had built a pretty sketchy backlink profile and someone need to right the ship. The website also had a messy user experience that wasn't optimized for their main objective – booking appointments.

Strategy

The plan was to clean up their local SEO set backs and give the website a refresh to make it easier for new clients to get from A to B. With a stronger foundation we could execute a more advanced local search strategy to improve rankings and visibility for people in their area looking for the psychology services that their team offers.

Approach

We started by optimizing the website for performance and user-experience. We changed the layout to make the main call to action more visible and reduced page load time from over 7 seconds to under 2 seconds. After cleaning up the most high priority local search issues we started a monthly process of on-page improvements, Google My Business management, and quality link/citation building.



Results

Our local search marketing services are built to deliver.

400%

More Appointments Booked Online

200%

More Phone Calls

60%

More Organic Traffic