

## CASE STUDY SPECIFICS

CLIENT: LARGE  
CHIROPRACTIC FRANCHISE

### OVERVIEW

For the purposes of this case study, our client is a large chiropractic franchise consisting of over 100 locations. We offer consistent optimization, posts, and monthly proactive services to all locations. However, some of these locations have upgraded to the "ELITE" level, which includes the additional benefit of a **monthly proprietary content syndication method using state-of-the-art software and strategies to generate 1000's of ranking signals in multiple categories which quantifiably boost Google Maps rankings.**



### KEY POINT:

This case study reflects the dramatic difference in the critical KPIs for an SEO campaign between the ELITE vs NON-ELITE package. The only difference between these 2 packages is the strategic content syndication and signal generation strategy included in ELITE and not included in NON-ELITE.

**PHONE CALLS IMPROVEMENT AVERAGE**

**ELITE**  
**+ 47%**

**NON-ELITE**  
**+ 19%**

**WEBSITE VISITS AVERAGE**

**+ 55%**

**+ 30%**

**DIRECTION REQUESTS AVERAGE**

**+ 64%**

**+ 36%**



*This case study reflects that the client received a staggering 90,000+ phone calls in the previous 12 months directly from the local SEO efforts.*

## RESULTS AND INSIGHTS

Our data analysis revealed a significant difference in the listings that receive the proprietary content syndication method compared to those that do not.

The results and data demonstrate that the use of the content syndication software and strategy leads to significantly better results.



### ELITE OUTPERFORMED THE NON-ELITE BY THE FOLLOWING NUMBERS:



#### Consumer Actions Review - Elite Results

