

# SEO & MARKETING PLAN

*Industry focus – Health consultation & healing*



This marketing plan was created for a reputed psychotherapist of Winnipeg, USA who required a local SEO plan to dominate local searches. Our local SEO plan gave our client the insights to claim first page visibility on multiple positions through multiple channels.

## Initial analysis and research

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Team UpReports undertook extensive research to discover local search queries critical for the business. Most important keywords were variations of following search phrases:

- Psychotherapists in Winnipeg
- Therapists in Winnipeg, MB
- Best Psychotherapists of Winnipeg
- Relationship counsellors in Winnipeg
- Depression clinics in Winnipeg
- Anxiety therapists in Winnipeg

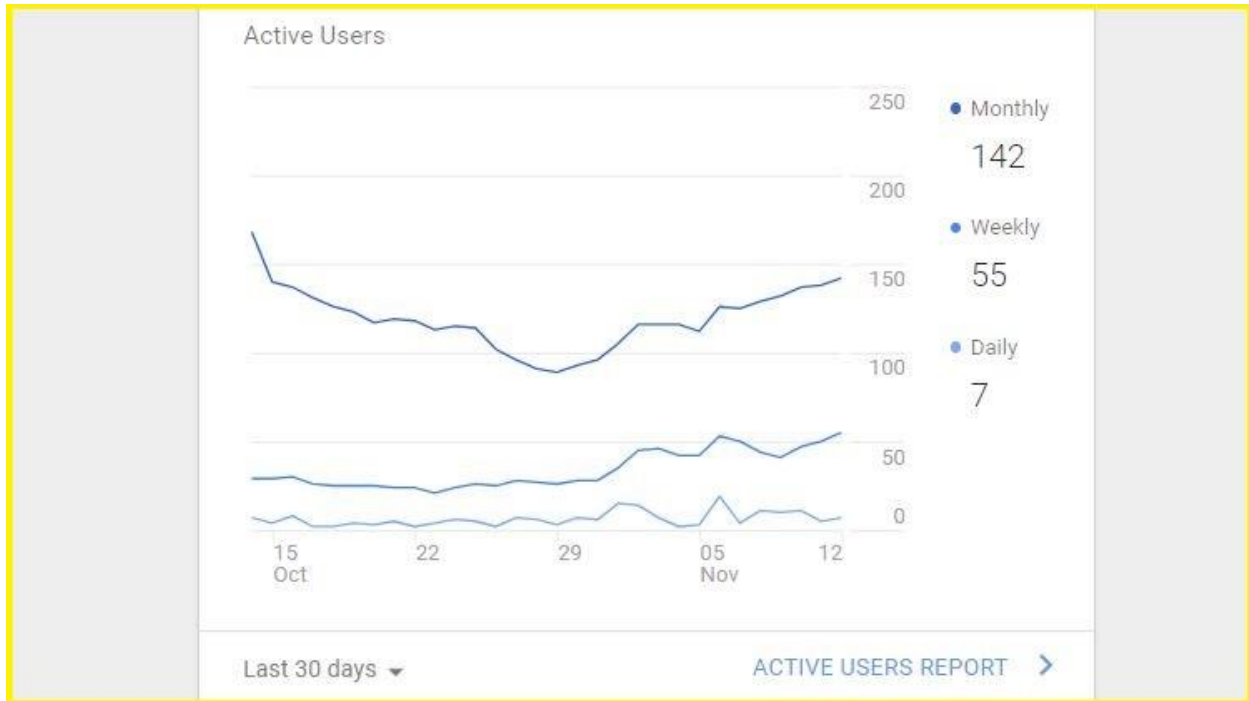
Above keywords are only for general understanding. Our team shared a much broader set of keywords important for the business.

## Analytics and Search Console insights

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We believe in using real data and statistics to deliver results. To give deeper growth insights, we studied website data to discover:

- Sources of traffic
- Promising search phrases
- Website issues
- Optimization scope



Data analysis helped us share insights that quickly generated results for Client and increased monthly inflow of traffic.

## Blogging and optimization

Client had an official blog but it wasn't updated regularly. Our team shared blogging strategies and local search queries that can be quickly captured through minimum efforts.

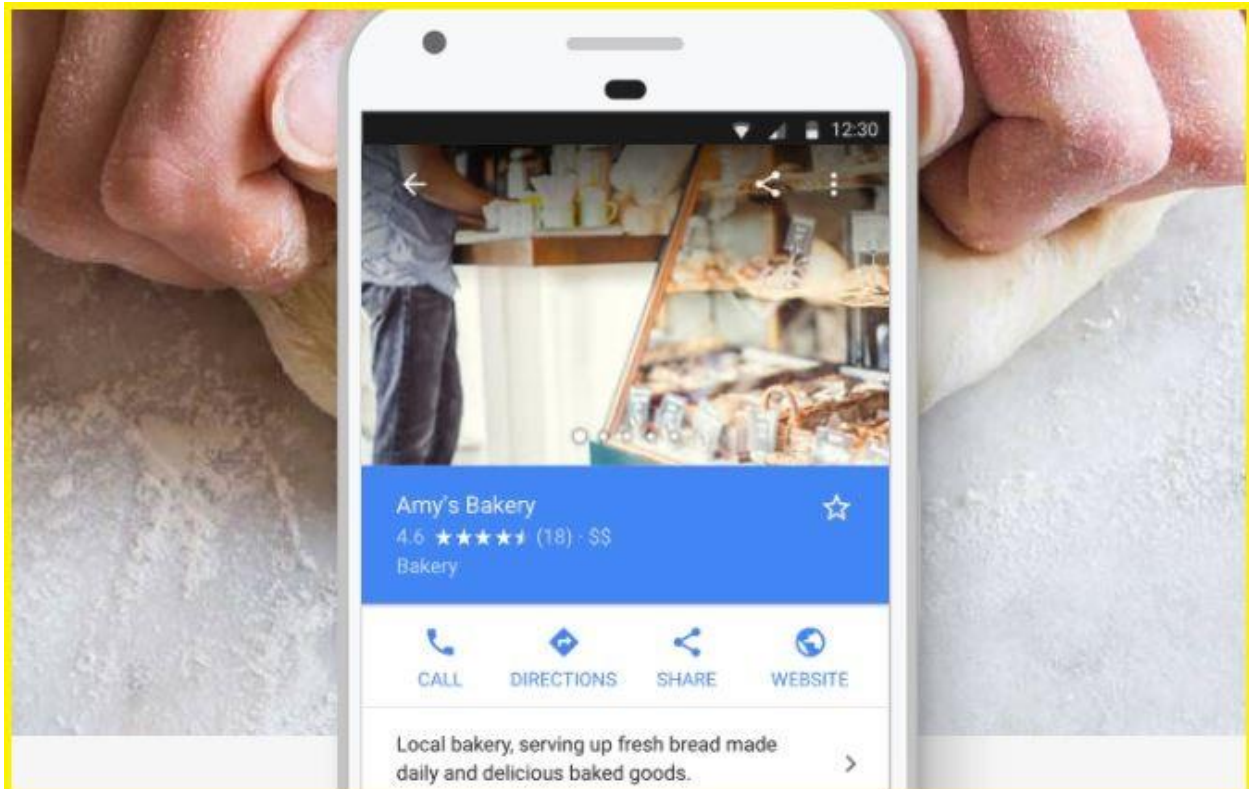
In addition to planning and writing insights, our team also shared optimization strategies to generate ranking mileage from published blogs. Recommended activities to increase authority of old and newly written blogs:

- Participation in discussion sites
- Keyword optimization
  
- Sharing on QA channels
- Social media activity
- Guest contributions

# Local listings creation

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Client didn't have presence on Google Map listing. We shared insights to claim the business and optimize the health consultation and healing listing in such a way that it would appear amongst the top Google Map results.



We also identified other local listings of Canada used by people for searching local professionals. Some of the websites where your client doesn't have presence are:

- Bing Places
- Foursquare
- Kijiji
- Hotfrog
- Superpages
- Google My Business
- Yelp
- Here

- Yellow Pages
- City Search
- Local

## Onsite optimization

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Though built on WordPress, Client's website wasn't optimized for local searches. We used insights gathered from Google Analytics and Search Console to support optimization for local therapist and health consultation search queries.

Before implementation of our local SEO strategies, the website didn't appear for local search queries. The website started appearing in ranking after dedicated efforts.

## Conclusion

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Our detailed local SEO and marketing plan helped Client gain a better understanding of local business visibility. After delivering the online marketing plan, we also helped the client in various tasks like blogging and assisted in project execution as well.

Do you run a business or have been delegated the task of growing one? Email at [hello@upreports.com](mailto:hello@upreports.com) to connect with top digital marketing strategists and SEO experts for a custom marketing plan. Call +91 7307 681 818 to discuss your queries with our Growth Manager.