



Annual SEO Report

The featured client is a four-location orthodontic group that has served Southeastern Michigan since 1989 under 4 individual practices. They help children, teen, and adults improve the look and feel of their smile through a variety of treatment options including traditional metal braces and Invisalign. They came to us to generate a consistent source of leads through a strategic combination of paid and organic search.

Traffic

Google Analytics: Overview

View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 01 Jan - 31 Dec, 2019

Sessions

47.4K

The number of sessions within the date range

New Sessions

73.36%

An estimate of the percentage of first time visits

Pages / Sessions

1.81

The average number of pages viewed during a session

Bounce Rate

71.21%

The percentage of single-page visits

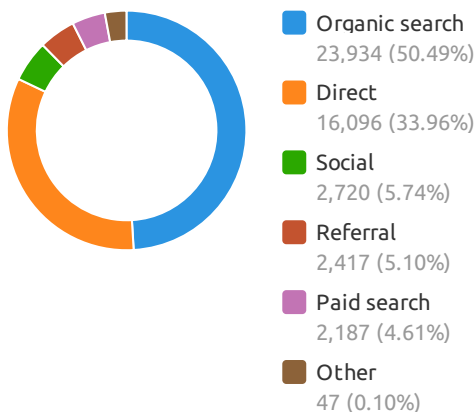
Avg. Session Duration

00:01:11

The average length of a Session

Google Analytics: Top Traffic Channels by Sessions

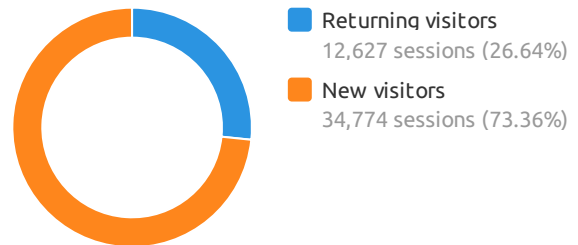
View: All Web Site Data | Segment: All Users | Period: 01 Jan - 31 Dec, 2019



Total 47,401 (100%)

Google Analytics: New Vs Returning Visitors

View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 01 Jan - 31 Dec, 2019



Total: 47,401 sessions (100%)

Google Analytics: Top Pageviews

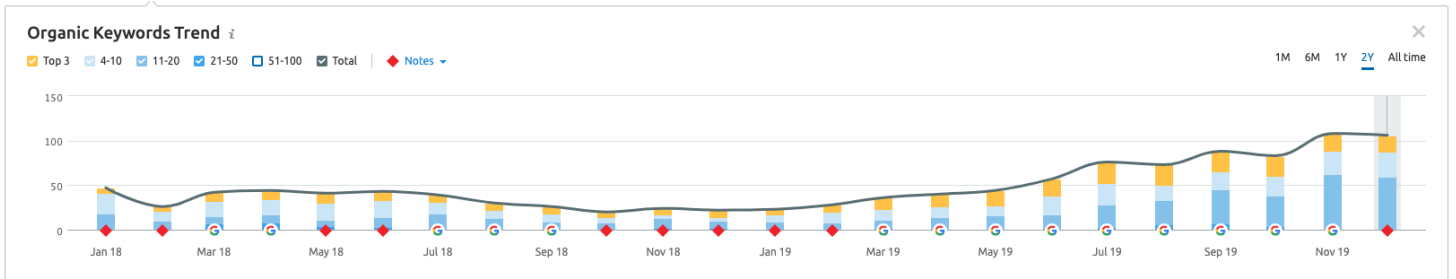
View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 01 Jan - 31 Dec, 2019

No.	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1	/	25,348 (29.57%)	20,163 (27.98%)	00:01:09	19,465 (41.06%)	49.96%	47.29%
2	/new-orthodontic-patient-forms/	7,058 (8.23%)	5,915 (8.21%)	00:05:26	5,017 (10.58%)	81.74%	78.85%

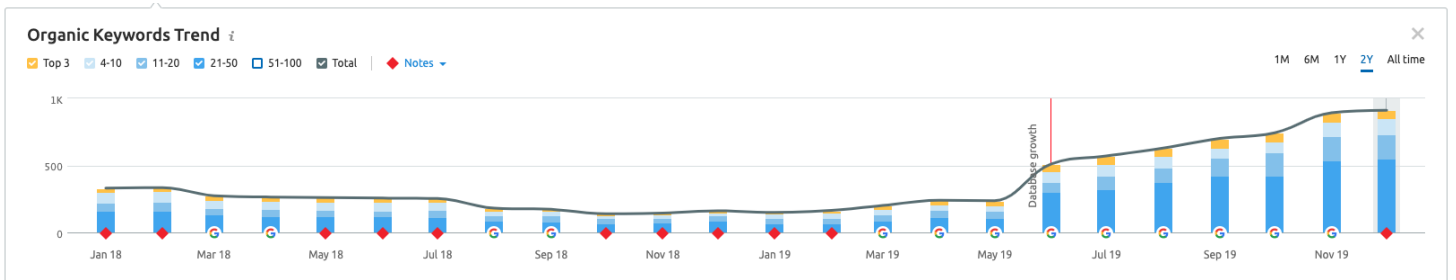
No.	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
3	/deciphering-the-truth-on-self-ligating-braces/	5,390 (6.29%)	5,130 (7.12%)	00:07:18	5,122 (10.81%)	93.89%	93.40%
4	/contact/	4,614 (5.38%)	4,237 (5.88%)	00:02:55	1,739 (3.67%)	90.05%	79.54%
5	/about/	4,312 (5.03%)	3,642 (5.05%)	00:01:01	1,793 (3.78%)	78.30%	47.47%
6	/the-important-of-losing-baby-teeth/	3,672 (4.28%)	3,508 (4.87%)	00:05:12	3,504 (7.39%)	95.21%	94.96%
7	/meet-our-doctors/	3,274 (3.82%)	2,234 (3.10%)	00:00:34	269 (0.57%)	62.08%	22.54%
8	/schedule-free-consult/	3,170 (3.70%)	2,675 (3.71%)	00:01:03	633 (1.34%)	88.47%	37.38%
9	/meet-our-doctors/	2,486 (2.90%)	1,622 (2.25%)	00:00:52	239 (0.50%)	82.01%	27.19%
10	/meet-dr-g/	1,493 (1.74%)	1,330 (1.85%)	00:01:10	688 (1.45%)	72.82%	49.56%

Keywords

Organic Keywords Trend (Mobile)



Organic Keywords Trend (Desktop)



Backlinks

Backlinks: Totals

Total Backlinks

1.9K

The number of links pointing to the queried URL

Referring IPs

266

The number of IPs pointing to the queried URL

Authority Score

28

Authority Score is a compound metric that measures the strength and popularity of the domain. It is calculated based on Page Score, Domain Score, Trust Score, and other data.

Referring Domains

132

The number of Domains pointing to the queried URL