Joey Donovan Guido SEO CASE STUDIES

These snapshots show exactly how much Joey's firm, Cuppa SEO Web Design, increased site traffic after optimizing the following sites: First Choice Dental, Widen, and Lighthouse Healing Massage Therapy.

First Choice Dental: local mid-sized business with multiple locations. 49% increase in traffic — 3,784 additional visitors (on average) per month.

	Search reports and help	Audience Overv	iew 🥏	8			SAVE < SHARE 🕁 EXPO	
	HOME	All Users	essions	+ Add Segmen	t	Aţ	or 1, 2014 - Dec 31, 2015	
	CUSTOMIZATION	Overview	April 2014		Nove	mber 2015		
ort	ts	Sessions 💌 VS.	Select a metric 7,735		11,51	9	Hourly Day Week Month	
	REAL-TIME	Sessions * VS.	select a meto				Houriy Day Week Month	
		 Sessions 						
	AUDIENCE	 Sessions 12,000 		\sim				
	AUDIENCE			~	~~~~			
				~	~~~	• • •		
	Overview	12,000		~	~~~	• • •		
	Overview Active Users Lifetime Value ^{BETA}	12,000	July 2014 October 2014	January 2015	April 2015	July 2015	October 2015	
	Overview Active Users Lifetime Value BETA Cohort Analysis BETA	6.000	July 2014 October 2014	January 2015	April 2015	July 2015	October 2015	
	Overview Active Users Lifetime Value ^{BETA} Cohort Analysis ^{BETA} User Explorer	12.00 ⁷ 6.000				July 2015 New Visitor		
	Overview Active Users Lifetime Value ^{BETA} Cohort Analysis ^{BETA} User Explorer Demographics	12.00 6.000 	Users					
	Overview Active Users Lifetime Value ^{BETA} Cohort Analysis ^{BETA} User Explorer Demographics Interests	12.00 ⁷ 6.000						
	Overview Active Users Lifetime Value ^{BETA} Cohort Analysis ^{BETA} User Explorer Demographics	12.00 6.000 	Users			New Visitor		
	Overview Active Users Lifetime Value ^{BETA} Cohort Analysis ^{BETA} User Explorer Demographics Interests	12.00 6.000 	Users			New Visitor		

Widen: international business with multiple locations worldwide.

55% increase in traffic — 7,315 additional visitors (on average) per month.

4	All accounts > ~ widen.com ~ Ma	in - All Website Data & Conversions		🔺 i 🇐			
Q	Search reports and help	Audience Overview 🥏		🗟 SAVE 🗄 EXPORT < SHARE 🏾 🕃 INTELLIGEN			
ŧ	НОМЕ	All Users 100.00% Sessions		+ Add Segment		ct 31, 2017 👻	
	CUSTOMIZATION	Overview					
Repo	orts	Sessions + VS. Select a m	etric		Oct 2017	Hourly Day	Week Month
0	REAL-TIME	Sessions	May 2016		19,952		
1	AUDIENCE		12,637	~			
	Overview			\checkmark			
	Active Users	10,000					
	Lifetime Value BETA						
	Cohort Analysis BETA	July 2016	October 2016	January 2017	April 2017	July 2017	Octob
	Audiences NEW				Now Vie	itor 🛛 🔳 Returning Visitor	
	User Explorer	Sessions	Users			nor entertaining visitor	
+	Demographics	267,944	190,050				
۲	Interests				29.5		
•	Geo	Pageviews	Pages / Session				
	Behavior	476,430	1.78			70.5%	
•	Technology			-			
Ф	<	Avg. Session Duration	Bounce Rate				

Continued ...

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Lighthouse Healing Massage Therapy: local small business, one location. 284% increase in traffic —331 additional visitors (on average) per month.

