

CASE STUDY

TherapyTribe.com



TherapyTribe.com is one of the largest online directories of mental health professionals and therapists in the US and across the globe.

“Rankings improved almost by 500% to reach the top 10 rankings of the organic search results.”

Client

TherapyTribe.com is one of the largest online directories of mental health professionals and therapists in the US and across the globe. The directory helps people find qualified therapists in their geographical area and gives mental health professionals the visibility they need to grow their private practice.

Objective

Thousands of people use the Internet every day to find therapists, but due to a poor Search Engine Optimization strategy, the site lacked visibility and lost out to a substantial amount of website traffic.

TherapyTribe approached us with a two-fold objective:

1. Increase rankings and visibility in the U.S.A. to drive leads for listed therapists.
2. Encourage therapists to register at TherapyTribe.

Challenge

The challenge was to deliver top 10 rankings for as many US cities as possible whenever a search for a therapist occurred. With more than 10,000 cities listed across the United States, Techmagnate had a daunting task at hand.

Solution

Our optimization team thoroughly analyzed and identified the crucial points that were hindering the ranking on Google SERPs.

After developing a clear on-page and off-page strategy, the team systematically executed the following tasks to improve keyword rankings and website traffic:

- Dynamically added unique Meta Tags across all cities, states and countries listed on the site.
- Dynamically optimized content for all specified cities and states.
- Updated linking structure to facilitate search engine crawling of all 1.3 million pages.
- Created and submitted over 5000 XML Sitemaps to cover all pages.
- Created internal links for the top 70 cities with relevant keywords and existing content to boost rankings.
- Integrated a blog encouraging therapists to write about various mental health topics for increased visibility and fresh content.

Accomplishments

- 13000+ directory submissions
- 3500+ article submissions
- 2500+ PR submissions
- 900+ blog posts

Results

With our efforts, TherapyTribe began to see higher SERP rankings for over 3000 key phrases across 1200 cities.

Key Takeaways

- 90% growth in web traffic over a period of 8 months
- 80% growth in unique visitors

Improvements in Keyword Rankings:

Rankings improved by nearly 500% to reach the top 10 rankings for organic search results

Keywords	Google Rankings Initial Rankings: July 2010	Google Rankings Rankings: July 2012
Marriage Therapy	NA	22
Psychotherapists	NA	4
Anxiety Therapy	NA	5
Divorce Counseling	NA	4

Traffic Improvement:

TherapyTribe has seen a dramatic increase in traffic within one year from diversified sources.

Traffic Source	Jan-Jul 2011 to Jan-Jul 2012 (12 months)
Direct	29.12%
Search Engine (Organic)	81.85%
Referring	22.20%
Total	66.68%

Improvement in Traffic Source Distribution

Dec 2010-July 2011



- **75.21% Search Traffic**
216,553 Visits
- **14.23% Referral Traffic**
40,962 Visits
- **9.67% Direct Traffic**
27,856 Visits
- **0.89% Campaigns**
2,549 Visits

Vs

Dec 2011-July 2012



- **82.23% Search Traffic**
392,970 Visits
- **10.24% Referral Traffic**
48,937 Visits
- **7.52% Direct Traffic**
35,950 Visits
- **0.00% Campaigns**
9 Visits

Nearly 83% of all traffic for TherapyTribe has come from search engines.