

# SEO CAMPAIGN

## REPORT SEPTEMBER 2024

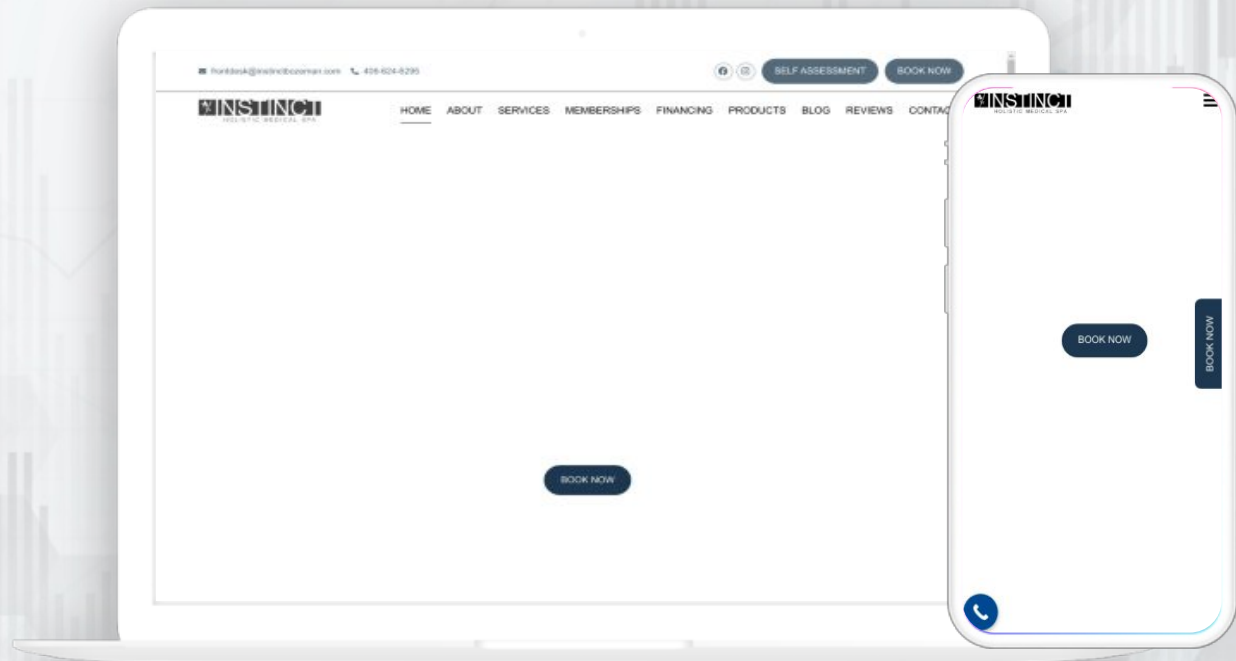
instinctbozeman.com

Presented By

The Black Sheep AI



AI-driven SEO & content creation



## TABLE OF CONTENTS

### HIGHLIGHTS SUMMARY

Page No .....

03

### NEXT MONTH'S DELIVERABLES

Page No .....

05

### WORK SUMMARY

Page No .....

06

### SEARCH ENGINE RANKINGS

Page No .....

08

### GOOGLE ANALYTICS INSIGHTS

Page No .....

16

### GOOGLE BUSINESS PROFILE INSIGHTS

Page No .....

18

### BACKLINKS

Page No .....

20

### SITE UPTIME MONITORING

Page No .....

22

# HIGHLIGHTS SUMMARY



## SEARCH ENGINE RANKINGS

- 1 keyword has improved since the benchmark and moved to the first page.



## GOOGLE ANALYTICS ( AUG 07 2024 - SEP 07 2024 )

- Users from **Google/Organic** saw a **16%** improvement in traffic, with visits rising from **593** to **685**.
- Recording the highest increase in visits, **Returning Visitors** grew by **18%**, making up **19%** of the traffic.
- **241** sessions from **Bozeman** resulted in **17.73%** of all traffic.
- Achieved a total of **5745** page views.



## GOOGLE BUSINESS PROFILE INSIGHTS ( AUG 07 2024 - SEP 07 2024 )

- Your business was found on Google Search by **3444** people in the past 30 days.
- In the past 30 days, **563** people found your business on Google Maps.
- Your business received **54** calls, resulting in a **4%** increase over the previous 30 days.
- **46** people asked for directions to your business, a **28%** increase over the previous 30 days.
- Your website received **408** visits, a **13%** increase over the previous 30 days.

## HIGHLIGHTS SUMMARY



### GOOGLE SEARCH CONSOLE

- Connect Google Search Console for more highlights.



### BACKLINKS

- We created **10** new backlinks this month.



### SITE UPTIME MONITORING

- Over the past 30 days, your site was up **99.95%** of the time.

## NEXT MONTH'S DELIVERABLES

- 🎯 GEO Backlinks
- 🎯 Fixing Site Errors from Google Search Console & Dashboard Crawler Section (additional pages if needed)
- 🎯 Website Uptime Monitoring
- 🎯 Weekly Executive Summary Reporting
- 🎯 Monthly SEO Performance Reporting

## WORK SUMMARY

Deliverables	Total as of Month 9	Projected total over 12 Months
Total Trackable Keywords [Primary Keywords]	9	9
Website content writing or guest blogging	2	2
GEO Backlinks	154	184
All-in-one dashboard	✓	✓
Website pages optimized	✓	✓
<ul style="list-style-type: none"> <li>Hx Tag Optimizations</li> <li>Image Alt Optimizations</li> <li>Internal Linking Optimizations</li> <li>Schema &amp; Canonical Set up</li> <li>Google &amp; Bing Search Console</li> <li>Sitemap</li> <li>Heatmap Code Setup</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>
Website audit and fixing SEO issues	✓	✓
Website goal conversion tracking [Google Analytics] SEO KPI dashboard and metrics	✓	✓
Website uptime monitoring and reporting	✓	✓

## WORK SUMMARY

Deliverables	Total as of Month 9	Projected total over 12 Months
Weekly website SEO health check via crawler audit	✓	✓
Monthly SEO Performance Reporting	✓	✓

## SEARCH ENGINE RANKINGS - GOOGLE

### Highlights Summary

- 1 keyword has improved since the benchmark and moved to the first page.

### Primary Keywords

**9**

Total

**8**

On Page 1

**1**

On Page 2

**1**

Improved

**5**

Maintained

### Additional Keywords

**18**

Total

**18**

On Page 1

### Opportunity Keywords

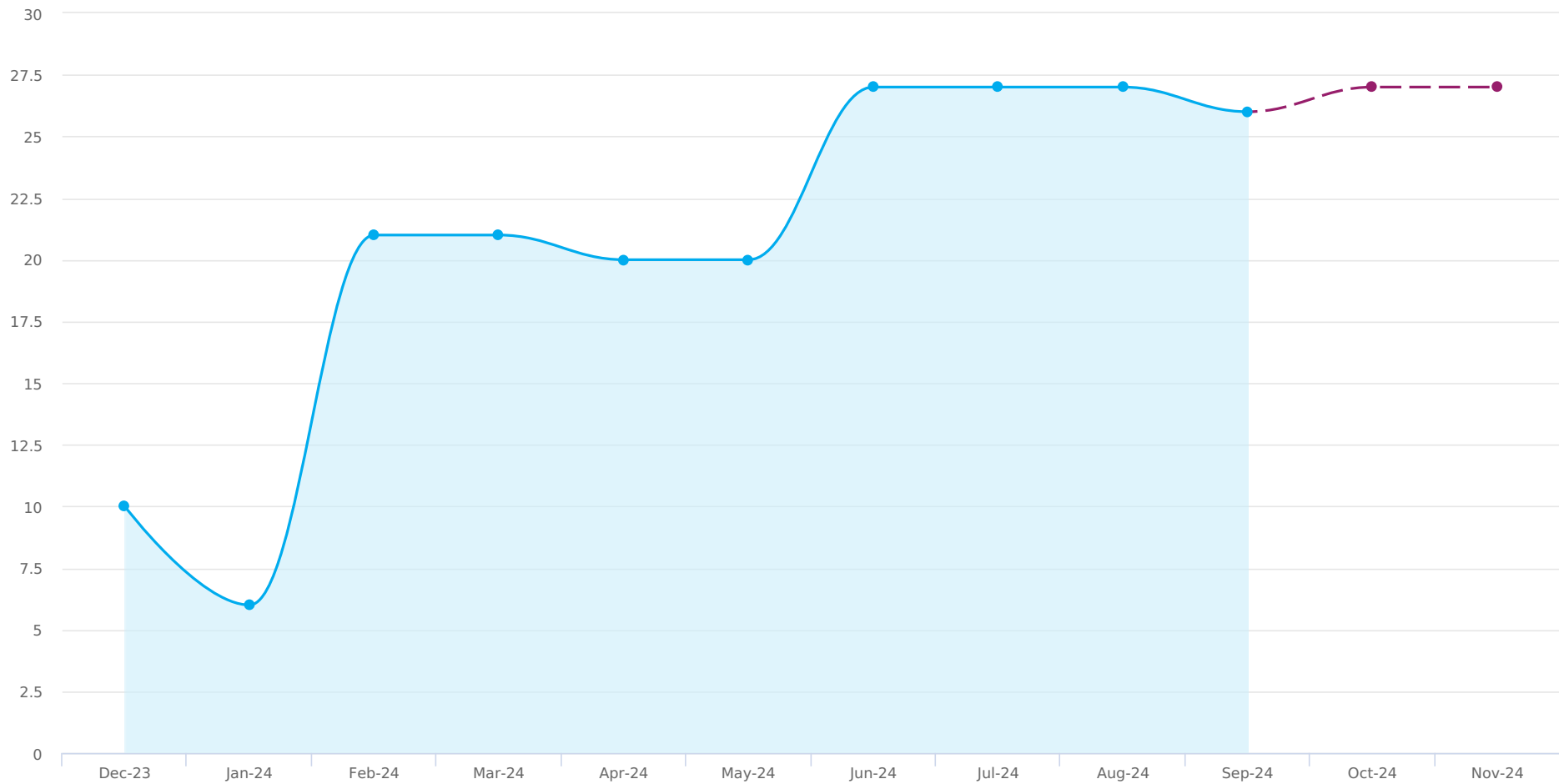
**1**

Keywords (Page 2-5)



## SEARCH ENGINE RANKINGS - GOOGLE

Keywords Ranking on the First Page in Major Search Engines



# SEARCH ENGINE RANKINGS - GOOGLE

Google (US) Keywords	Current Sep 13, 2024	Previous Aug 16, 2024	Before SEO
Medical Spa Bozeman MT	📍 1	📍 1	📍 1
Botox Bozeman MT	📍 1	29 ▲ +28	27 ▲ +26
Emsculpt Neo Bozeman MT	📍 1	3 ▲ +2	📍 1
Emsella Bozeman MT	📍 1	📍 1	📍 1
Laser Facial Bozeman MT	📍 1	📍 1	📍 1
Daxxify Bozeman MT	2	📊 1	📍 1
IV Therapy Bozeman MT	6	5	6
Dermal Fillers Bozeman MT	10	5	9
Facial Treatment Bozeman MT	15	10	11

\*The Local Map Pack (📍), Knowledge panel (📊) and Carousel section (🖼️) in the Google search results.

## ADDITIONAL KEYWORDS

### Congratulations

Because of our SEO efforts, the following generic key terms are now ranking on the first two pages of Google.

Google (US) Keywords	Rank
Body Hair Removal Bozeman MT	1
Chemical Peel Treatment Bozeman MT	1
Dermal Filler Injections Bozeman MT	1
Dysport Bozeman MT	1
Dysport Injectable Treatment Bozeman MT	1
Dysport Injections Bozeman MT	1
Facial Fillers Bozeman MT	1
Hair Removal Services Bozeman MT	1
Medical Spa Services Bozeman MT	1
Microneedling Bozeman MT	1
Photofacial Treatment Bozeman MT	1
RHA Fillers Bozeman MT	1

## ADDITIONAL KEYWORDS

Google (US) Keywords

	Rank
Skin Rejuvenation Bozeman MT	1
Skin Tightening Treatment Bozeman MT	1
Microneedling Treatment Bozeman MT	3
RHA Filler Bozeman MT	3
Dermal Filler Treatment Bozeman MT	5
Neurotoxin Injections Bozeman MT	5

## SEARCH ENGINE RANKINGS - BING / YAHOO

### Highlights Summary

- 6 keywords have improved since the benchmark and moved to the first page.

### Primary Keywords

9

Total

9

On Page 1

6

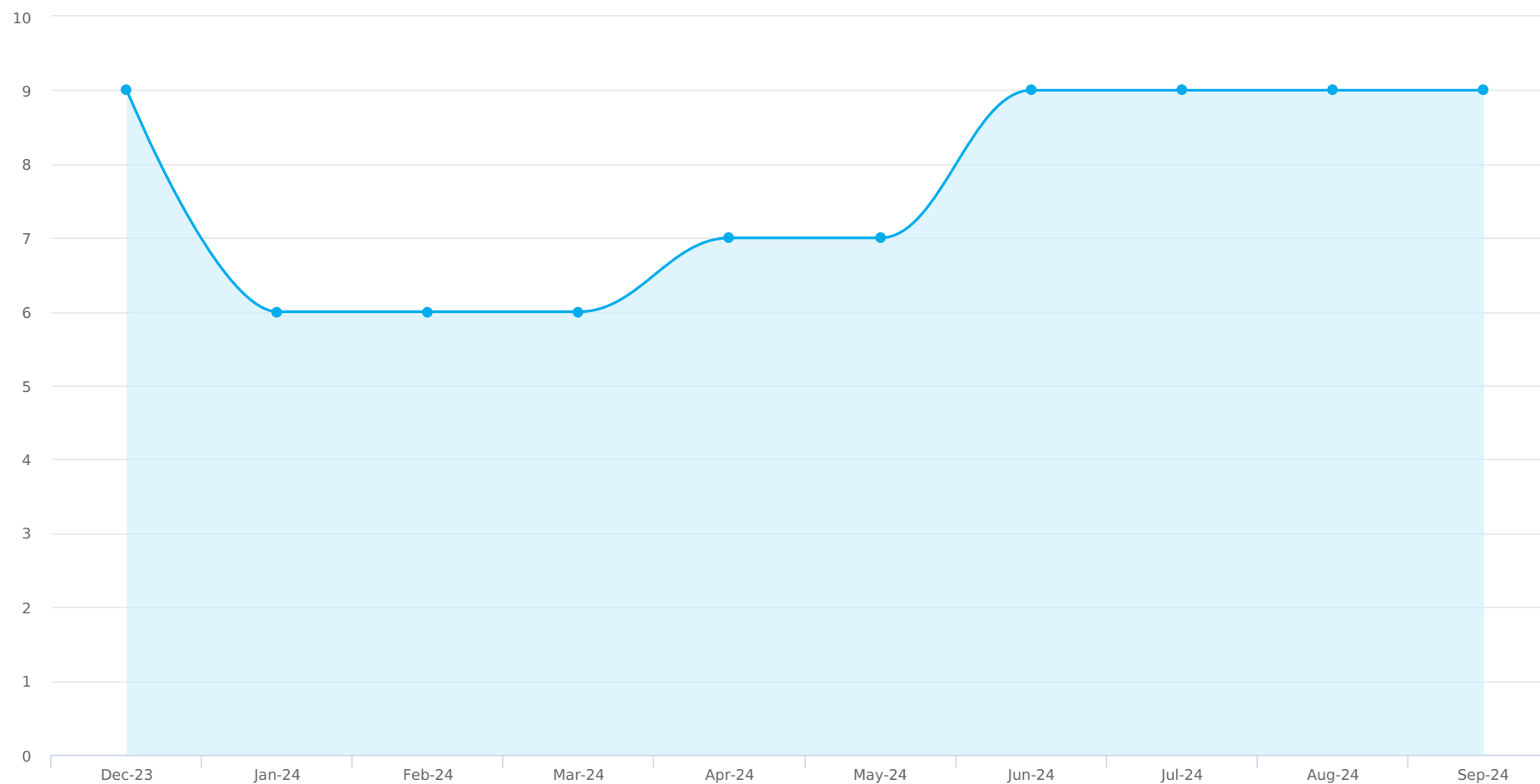
Improved

2




















Maintained

## SEARCH ENGINE RANKINGS - BING / YAHOO

Keywords Ranking on Page 1



## SEARCH ENGINE RANKINGS - BING / YAHOO

 (US) Keywords	Current Sep 13, 2024	Previous Aug 16, 2024	Before SEO
Dermal Fillers Bozeman MT	 1	 1	1
IV Therapy Bozeman MT	 1	 1	6  +5
Facial Treatment Bozeman MT	 1	 1	11  +10
Medical Spa Bozeman MT	 1	 1	2  +1
Botox Bozeman MT	 1	2  +1	Not In Top 100  +100
Daxxify Bozeman MT	1	1	1
Laser Facial Bozeman MT	 1	 1	2  +1
Emsculpt Neo Bozeman MT	2	2	1
Emsella Bozeman MT	2	1	3  +1

\*The Local Map Pack () , Knowledge panel () and Carousel section () in the Google search results.

## GOOGLE ANALYTICS - INSIGHTS

### Highlights Summary ( Aug 07 2024 - Sep 07 2024 )

- Users from **Google/Organic** saw a **16%** improvement in traffic, with visits rising from **593** to **685**.
- Recording the highest increase in visits, **Returning Visitors** grew by **18%**, making up **19%** of the traffic.
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# 1244

Overall Visits



# 87.7%

Percent New Visits



# 1091 New 153 Returning

New vs Returning Visitors



# 733

Total Organic Traffic



# 64.98%

Organic Traffic Percentage



# 5745

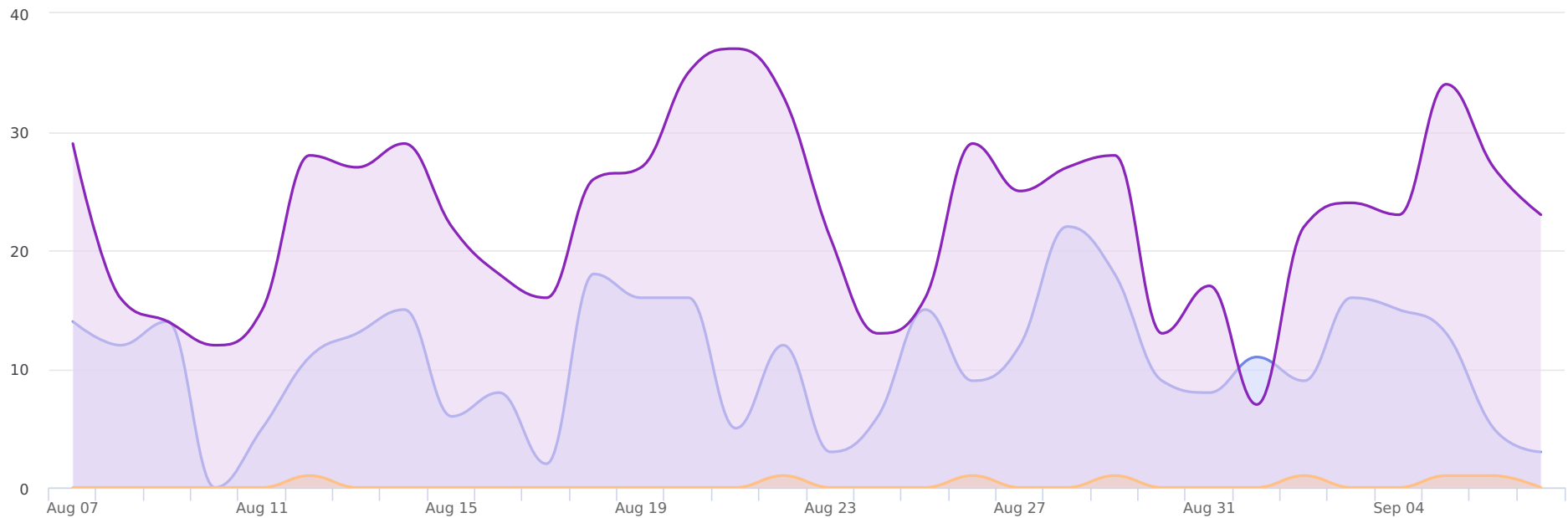
Page Views





## GOOGLE ANALYTICS - INSIGHTS

Overview ( Aug 07 2024 - Sep 07 2024 )



● Direct **341**
● Organic Search **733**
● Paid Search **7**

# GOOGLE BUSINESS PROFILE **INSIGHTS**

## Highlights Summary

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# GOOGLE BUSINESS PROFILE **INSIGHTS**

Instinct Holistic Medical Spa ( 1958 Stadium Drive Ste 2 Bozeman, MT, 59715 )

**4007**

Total Views

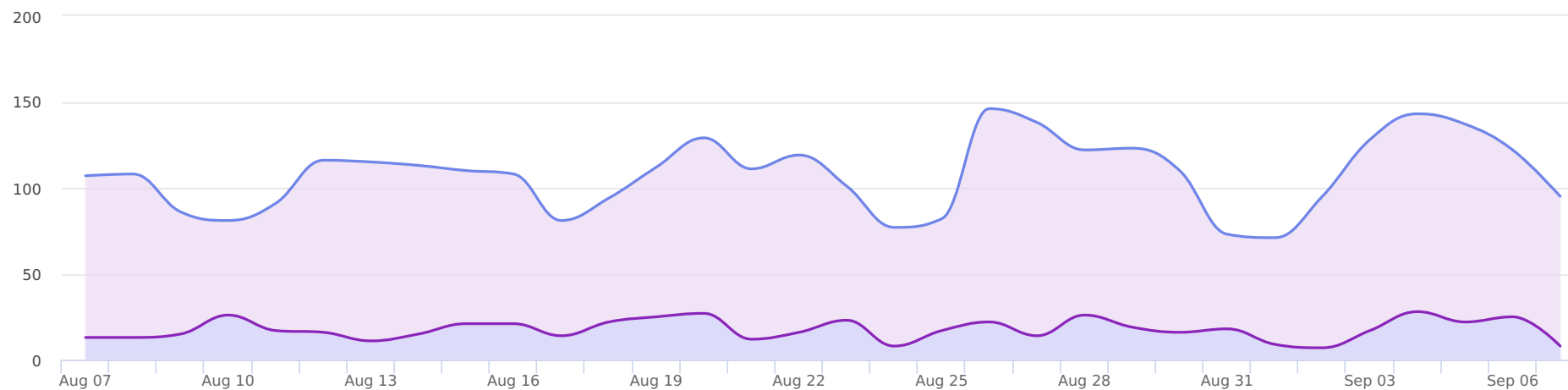
**3444**

Total Searches

**508**

Total Actions

## Overview



● Listing Search

● Listing Maps

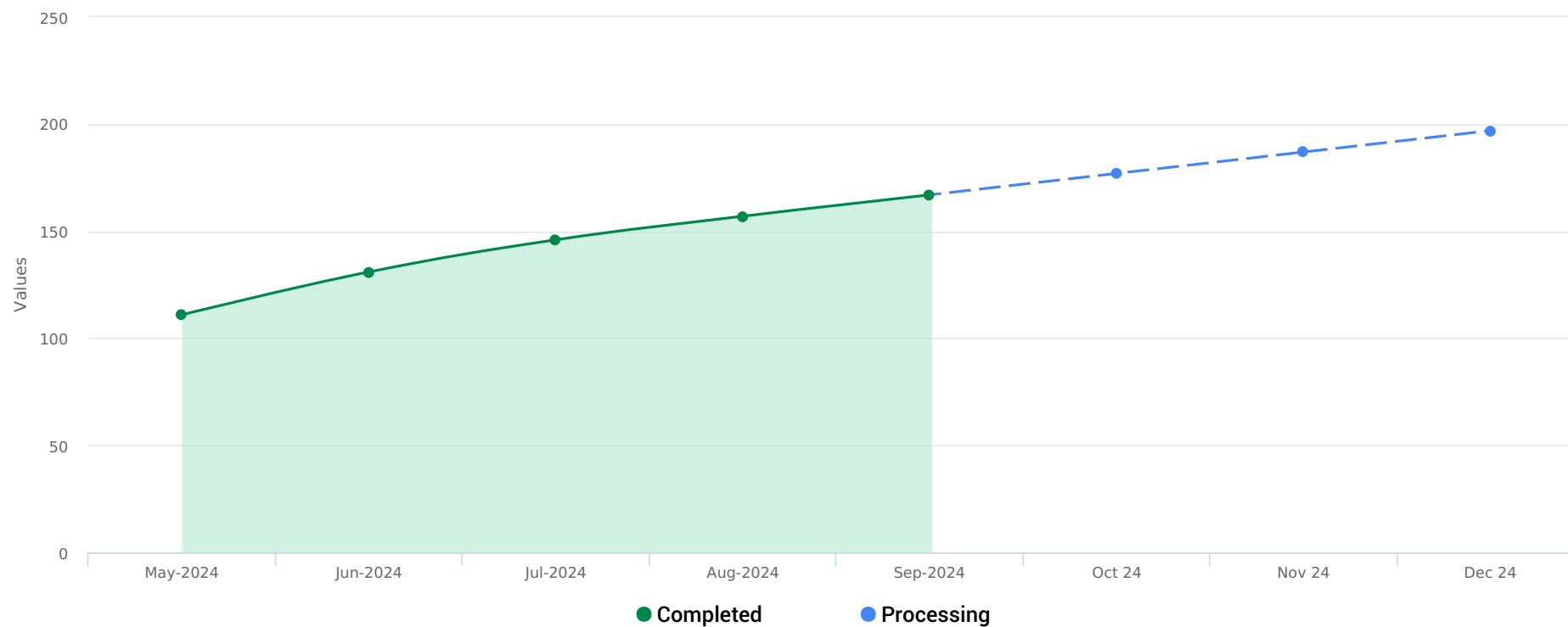
**3444**

**563**

# BACKLINKS

- We created **10** new backlinks this month.

## Links Acquired



# BACKLINKS

We created 10 new backlinks this month.

- ★ <https://bizmark.org/news/164565-enhance-your-beauty-with-dermal-fillers-in-bozeman-mt>
- ★ <https://www.akter.com/story/enhance-your-beauty-with-dermal-fillers-in-bozeman-mt/>
- ★ <https://netvouz.com/kevinright/tag/dermal-fillers-bozeman-mt>
- ★ <http://mariyaclijsters1.pbworks.com/w/page/158139666/Enhance%20Your%20Beauty%20with%20Dermal%20...>
- ★ <https://www.diigo.com/user/alexwaton/Dermal-Fillers-Bozeman-MT>
- ★ <https://bestofbusinesslistings.com/boost-your-confidence-with-professional-dermal-fillers-in-bo...>
- ★ <https://thezoomlisting.com/boost-your-confidence-with-professional-dermal-fillers-in-bozeman-mt/>
- ★ <https://buzzlisting.org/boost-your-confidence-with-professional-dermal-fillers-in-bozeman-mt/>
- ★ <https://oneuplisting.com/boost-your-confidence-with-professional-dermal-fillers-in-bozeman-mt/>
- ★ <https://thehawkdirectory.com/boost-your-confidence-with-professional-dermal-fillers-in-bozeman-mt/>

[Click here](#) to download all backlinks.

## SITE UP TIME MONITORING

### Highlights Summary

- Over the past 30 days, your site was up **99.95%** of the time.

**9216**

No. of Ping Performed

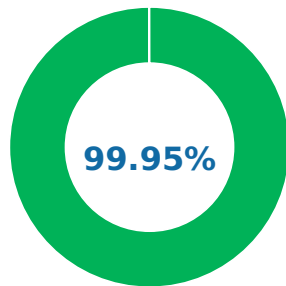
**99.95%**

Website Online

**0.05%**

Website Offline

### Status Count



● Website Online **9211**
● Website Offline **5**

### Total Uptime

