



SEO ANALYSIS FOR
**Center for Physical
Therapy and Exercise**



Traffic Sources

Traffic

Number of visits and visitors to a website, reported as sessions and users

Bounce Rate

A good bounce rate is under 40%. Between 40% and 55% is usually okay, while 55-65% shows significant room for improvement. If your bounce rate is above 90% or below 20%, that often indicates a tracking or code installation error.

Pages per Session

Anything more than 4.4 would put you in the best 20% of sites we benchmark for pages per session, and more than 5.7 would put you in the best 10%.

Less than 1.8 would put you in the worst 20% of sites, and less than 1.4 would put you in the worst-performing sites.

Avg Session Duration

A reasonable benchmark for average session duration is between 2-3 minutes.

Returning Visitor

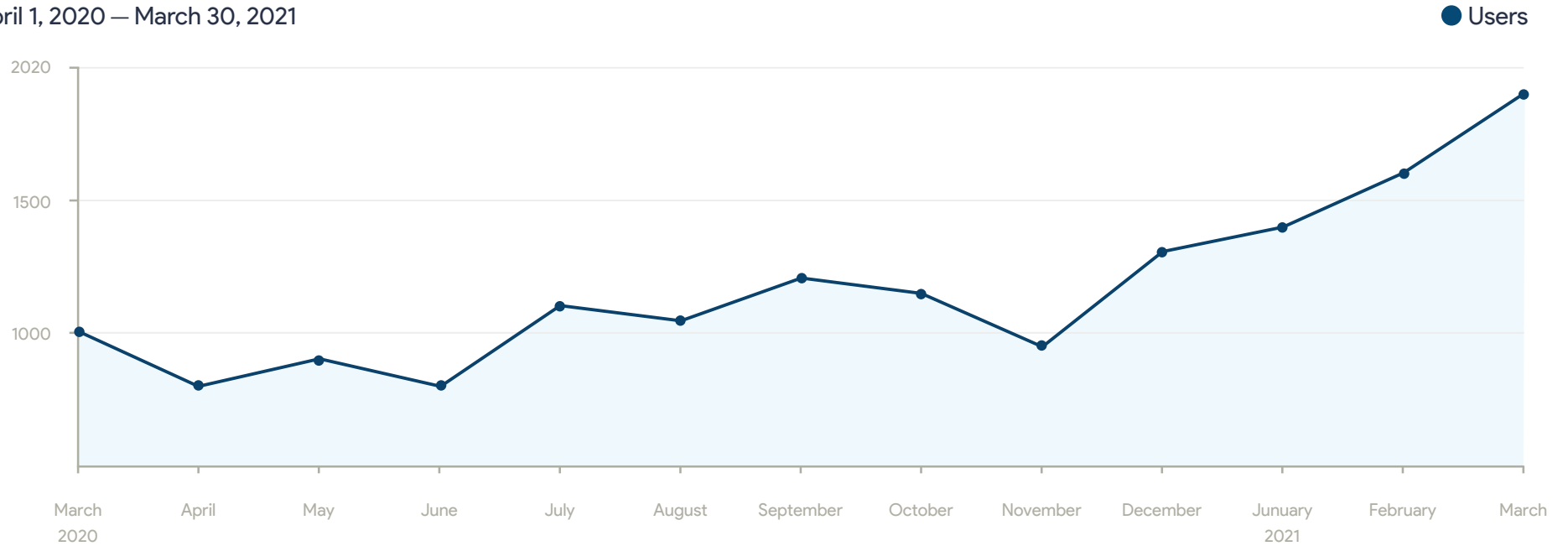
Most successful websites have 20-30% percent returning customers

Sessions Per User

More than 1.6 would place your website in the best 20% of sites we benchmark for sessions per user, and more than 1.9 would put you in the best 10%.

Traffic Sources: Audience

April 1, 2020 — March 30, 2021



12,816

Users

12,754

New Users

15,497

Sessions

91.9%

New Visitor

8.9%

Returning Visitor

29,101

Pageviews

1.21

Sessions per User

1.88

Pages per Session

00:01:14

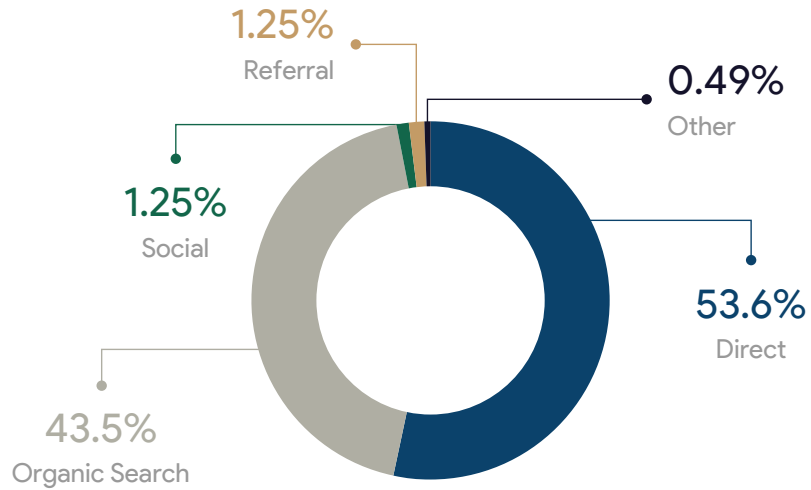
Avg Session Duration

70.52%

Bounce Rate

Traffic Sources: Top Channels

April 1, 2020 — March 30, 2021



Acquisition

	Users	New Users	Sessions
	12,817	12,571	15,503
Direct	6,944		
Organic	5,644		
Social	193		
Referral	121		
Other	53		

Behavior

	Bounce Rate	Pages/Session	Avg. Session Dur
	70.50%	1.88	00:01:14
Direct	87.60%		
Organic	53.72%		
Social	65.89%		
Referral	55.44%		
Other	74.60%		

Goal Conversions

	Conversion Rate	Completions	Value
	0.49%	76	\$0.00
Direct	0.21%		
Organic	0.78%		
Social	0.47%		
Referral	0.52%		
Other	0.00%		

Traffic Sources: Top Cities

April 1, 2020 — March 30, 2021

City	Users	Sessions	Bounce Rate	Pages per Session
	11,156	13,485	69.43%	1.90
Lansing	1,381	1,381	100.00%	1.00
Bettendorf	760	760	100.00%	1.00
Nashua	662	1,046	41.68%	2.82
(not set)	630	648	90.12%	1.27
Manchester	483	634	42.59%	2.71
McLean	412	412	100.00%	1.00
Ashburn	405	409	97.56%	1.12
Boston	379	461	49.46%	2.36
Hudson	326	533	35.27%	3.46
Boardman	315	315	98.41%	1.00
Merrimack	291	392	47.19%	2.62
Denver	268	268	97.76%	1.06
Columbus	248	249	96.39%	1.20
Clearwater	206	206	99.51%	1.01
New York	144	218	49.54%	1.96

Domain Overview

Organic Keywords

Set of keywords typed by users to direct free traffic to website

CPC

The average advertising bid on that particular keyword would cost across the databases

Top Competitors

Domains that your website is competing with for the same set of organic keywords

Competing Keywords

Keywords that your and other domains are competing with in organic search

Branded vs Non-Branded

Branded keyword is a search query that includes your website's brand name or variations of it and is unique to your domain

Keywords that do not reference a brand name or any part of it (including any misspellings) are considered Non-Branded keywords

SE Keywords

Number of keywords bringing users to the website via Google's top 100 organic search results

Domain Overview: Organic Search

April 1, 2020 — March 30, 2021

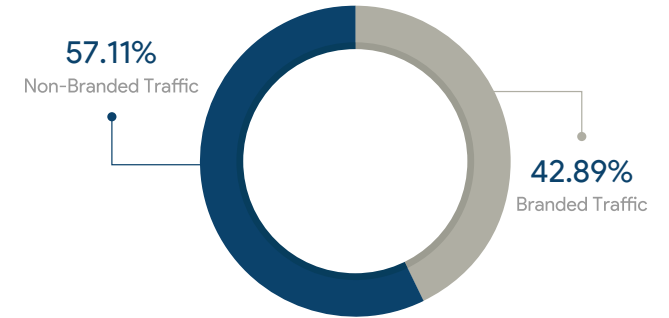
Top Organic Search

Keywords	Volume	CPC	Traffic	
cpte	260	\$0.00	25.15 %	<div style="width: 25.15%;"></div>
cpte nashua	110	\$3.16	18.14%	<div style="width: 18.14%;"></div>
cpte physical therapy nashua nh	90	\$0.00	14.84%	<div style="width: 14.84%;"></div>
center for physical therapy	1,000	\$5.23	9.69%	<div style="width: 9.69%;"></div>

Top Competitors

Domain	Competing Keywords	SE Keywords	Competitive Level	
mvptnh.com	6	198	25%	<div style="width: 25%;"></div>
optphysicaltherapy.com	2	78	12%	<div style="width: 12%;"></div>
cuptherapy.com	4	125	12%	<div style="width: 12%;"></div>
litudeptnh.com	2	63	12%	<div style="width: 12%;"></div>
wellbridgephysicaltherapy.com	4	366	10%	<div style="width: 10%;"></div>

Branded vs Non-Branded



Display Advertising

No Data

Paid Search

No Data

Domain Overview: Top Keywords*

April 1, 2020 — March 30, 2021

cpte	myofascial decompression therapy	tmj specialist manchester
cpte nashua	center for physical therapy	massage near merrimack nh
cpte physical therapy nashua nh	nashua nh accident	shoulder pain relief near me
cpte nashua nh	522 amherst street nashua nh 03063	easy therapy
cpte physical therapy	hudson physical therapy	central neurology physical therapy
physical therapy merrimack nh	massage hudson nh	cupping for pelvic pain
southern nh rehab hudson nh	aquatic physical therapy near me	merrimack rehab center
physical therapy nashua nh	therapy for shoulder pain	nashua nh crash
nashua physical therapy	physical therapy in manchester	car crash manchester nh
matthew mailhot	physical therapy new hampshire	hudson nh accident
physical therapy nashua nh	southern nh pediatric rehab hudson	is paining correct
nashua physical therapy	manchester sports injury clinic	lsvt big exercises
southern new hampshire physical therapy	hudson street nashua nh	nashua accident
physical therapy manchester nh	the joint manchester	a one occupational therapy
cupping myofascial decompression	massage merrimack nh	merrimack athletic training

*Arranged based on hierarchy of usage

Domain Overview: Top Pages

April 1, 2020 — March 30, 2021

Page	Pageviews	Avg Time on Page	Bounce Rate
/	7,580	00:01:04	53.27%
/our-team/	1,850	00:02:18	66.28%
/location/physical-therapy-nashua/	1,563	00:01:22	63.00%
/category/uncategorized/	1,251	00:00:00	100.00%
/physical-therapy-treatments/lsvt-big/	1,113	00:01:12	73.65%
/location/physical-therapy-hudson/	1,077	00:02:29	84.41%
/location/physical-therapy-manchester/	934	00:01:29	66.29%
/location/physical-therapy-merrimack/	834	00:01:20	75.83%
/our-locations/	499	00:01:03	68.13%
/join-our-team/	406	00:02:08	88.39%
/physical-therapy-treatments/aquatic-therapy/	392	00:02:08	57.69%
/our-practice/	392	00:01:34	78.18%
/request-appointment/	323	00:02:00	60.78%
/physical-therapy/	308	00:01:06	53.33%
/patient-information/patient-information/	256	00:01:59	68.00%

Goals/Conversions

Goal Completion

A metric that tells the increase the quantity and quality of inbound traffic to your website

Abandonment Rate

Percent of people that have entered a conversion process, but have not completed the process

Goal Conversion Rate

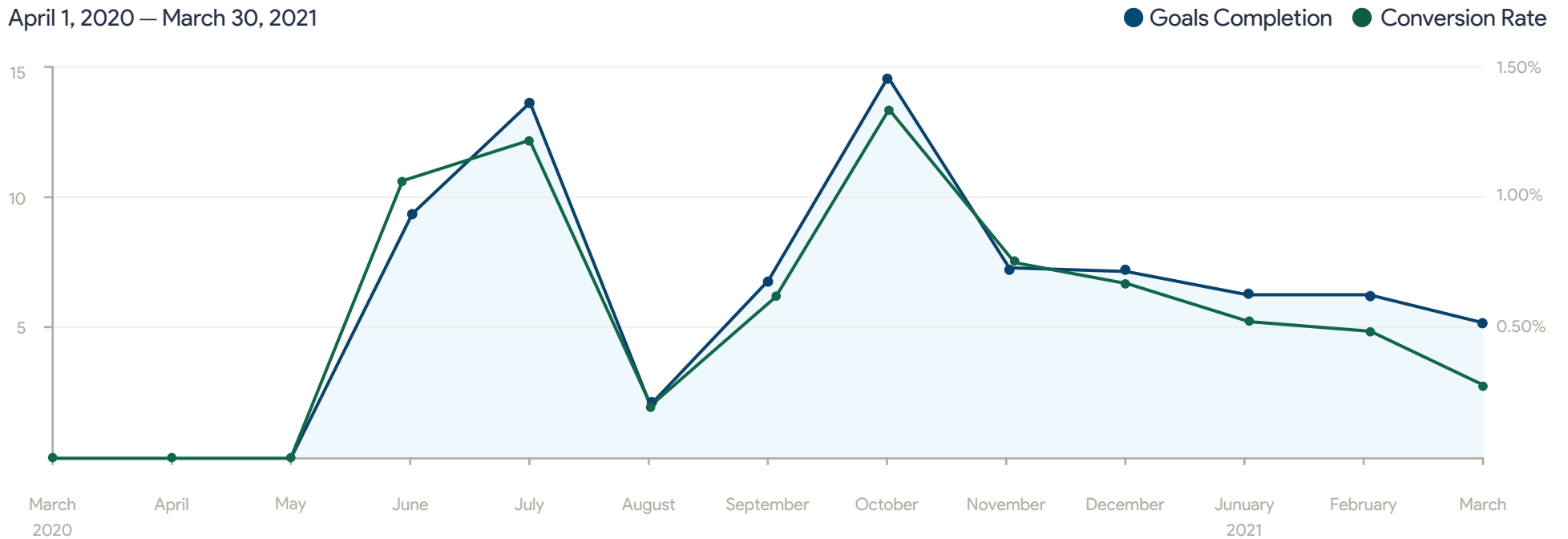
Percentage of user sessions that have led to goal conversions

Goal Value

Dollar amount associated with an action completed by a user on your website

Goals / Conversions: Overview

April 1, 2020 — March 30, 2021



76

Goal Completions

\$0.00

Goal Value

0.49%

Goal Conversion Rate

0.00%

Abandonment Rate

65

Appointment Request
Form Goal Completions

6

Contact Form
Goal Completions

2

Teletherapy Form
Goal Completions

3

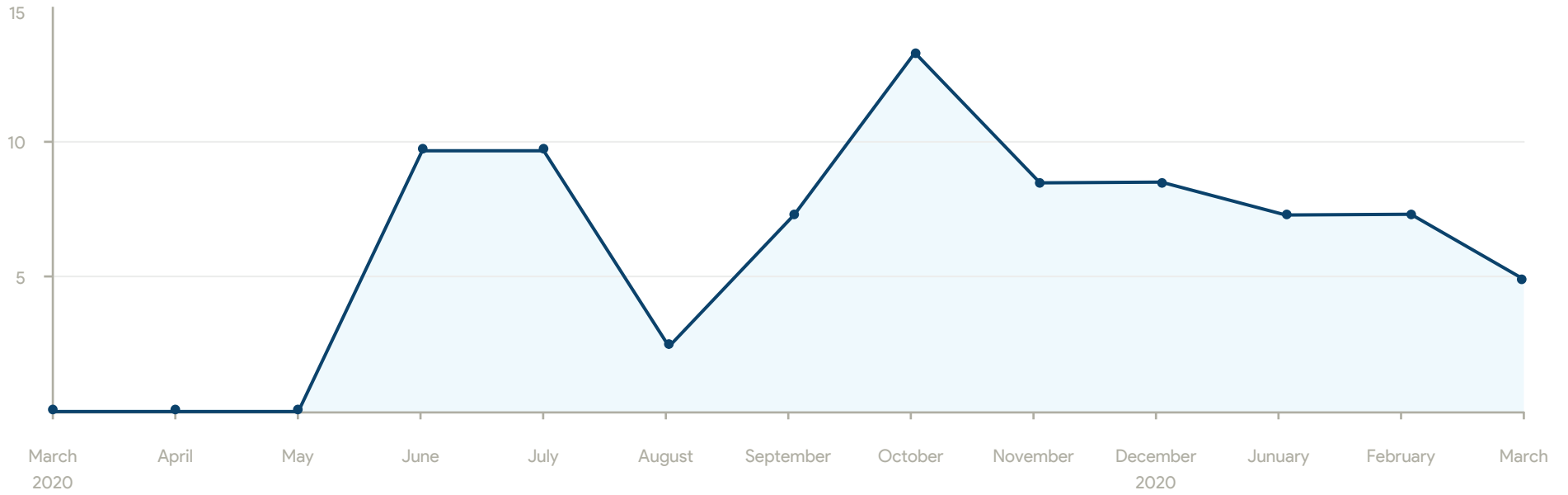
Ebook Form
Goal Completions

Goals / Conversions

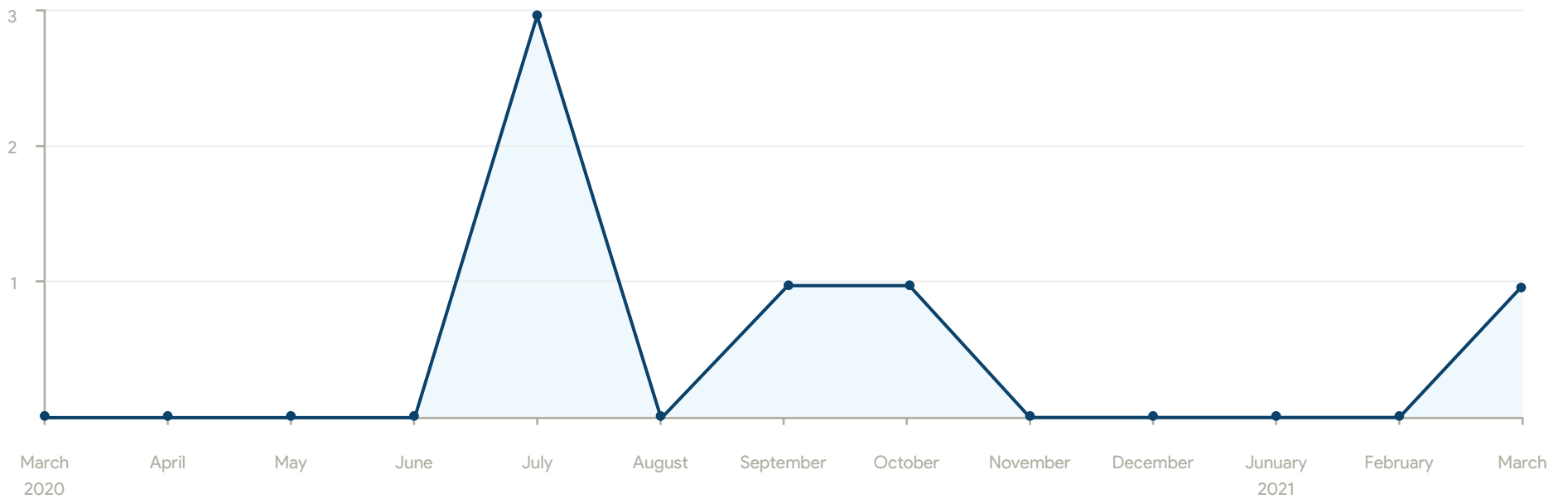
April 1, 2020 — March 30, 2021

Appointment Request

● Conversions



Contact Form

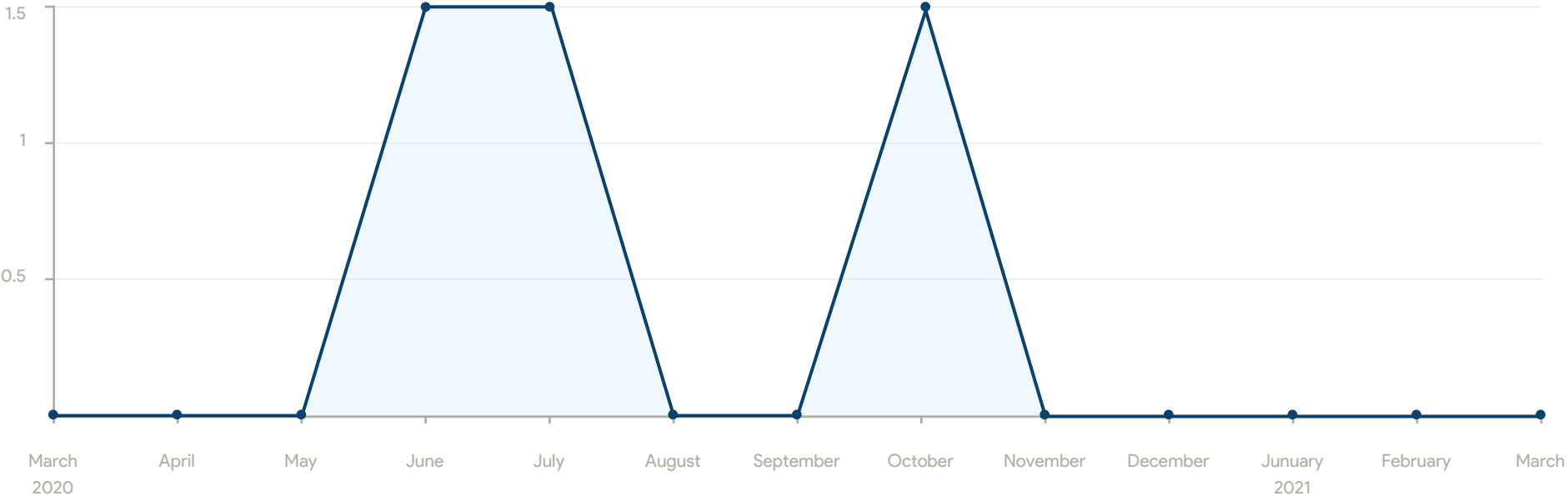


Goals / Conversions

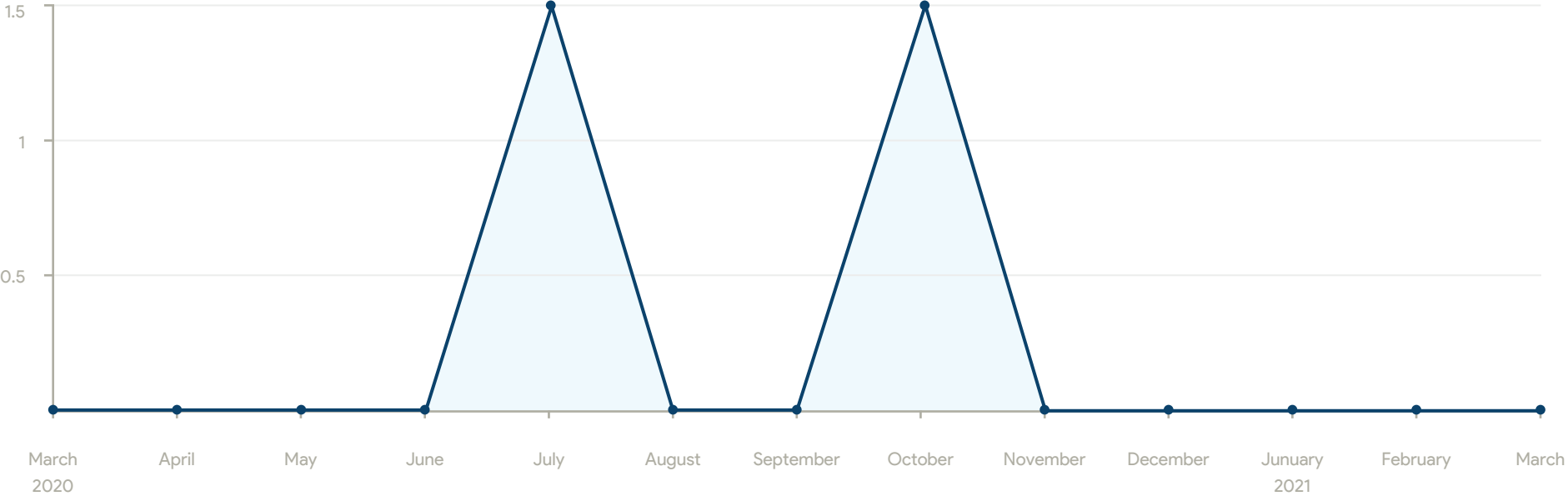
April 1, 2020 — March 30, 2021

Teletherapy Form

● Conversions



Ebook Form



Goals / Conversions: Source

April 1, 2020 — March 30, 2021

Source / Medium	Completions	Rate of Completion	
Google / organic	52	68.4%	
Direct / none	16	21.05%	
Bing / organic	3	3.95%	
Yahoo / organic	3	3.95%	
m.ptperformacewebsites.com / referral	1	1.32%	
Yelp.com / referral	1	1.32%	



Backlinks

Backlinks

A link on another website that points to your site

Types

If the link is a special type such as a form, frame, image link or text

Top Anchors

Text or file used in the backlink that led to the domain

Follow vs NoFollow

Follow links boost the page rank of a domain. NoFollow do not.

Top Referring Domains

A domain where backlinks are coming from

Top Backlinks

Referring Page	Anchor text / Link URL
https://vetscount.org/nh/events/veterans-count-ride/	http://www.cpte.net/
https://www.superpages.com/brookline-nh/physicians-surgeons	http://www.cpte.net/
https://www.cylex.us.com/company/foundation-internal-medicine-18234839.html	http://www.cpte.net/
https://www.superpages.com/bennington-nh/physicians-surgeons	http://www.cpte.net/
https://www.superpages.com/go	

Top Referring Domains

Root Domain	Backlinks
healthgolds.com	44
flippingbook.com	29
healthlifes.info	27
thesportsearch.com	24
healthzaa.com	23

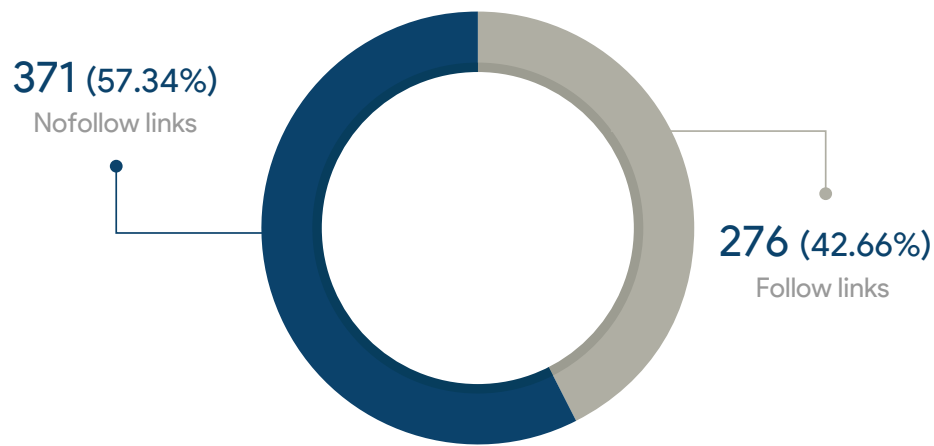
Backlinks

April 1, 2020 — March 30, 2021

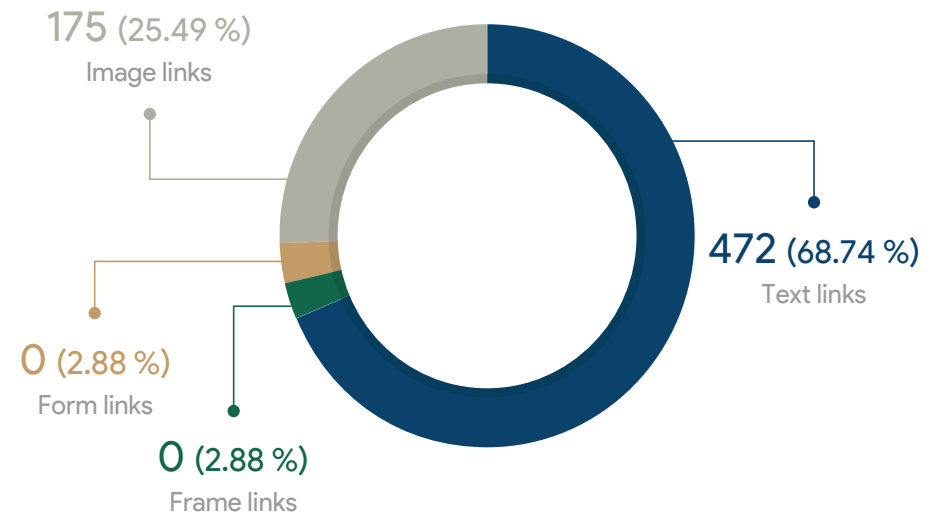
Top Anchors

Anchors	Percentage	Domains	Backlinks
go now	18%	10	119
Empty anchor	11%	31	70
cpte.net	6%	14	42
website	6%	13	36
www.cpte.net	5%	9	35

Follow vs Nofollow



Backlink Types



Summary

Audience

Overall, there is a great increase in website visitors compared to last year and the beginning of 2021. But there are a lot of users with single sessions, most of them leaving once they reach the home page as the bounce rate shows.

The amount of returning visitors is below the standard rate of 20-30%.

Top Channels

More than 50% of site visitors are typing in the domain name of the website followed by above 40% of organic search results which are really good. These have contributed to the increasing amount of users and sessions. But looking back at the amount of bounce rate, users don't spend time navigating to the inner pages of the website and leave once they land or have finished consuming the contents of those pages.

Top Cities

There are top three cities whose bounce rate is at 100% and six more at 90%+. Even though the amount of users and sessions are high, the bounce rate again raises a concern on whether they are finding the value they are looking for or not in the pages they visit.

Organic Search

The organic searches reflect a good amount of results via branded traffic or those users who found Cpte.net by typing keywords containing exact and relevant brand terms (cpte, cpte physical therapy nashua nh, center for physical therapy, etc). The non-branded traffic is also returning good numbers.

Top Pages

The top pages visited appear to have topic or location specific content. One reason could be quick links to each location at the hero section of the homepage. But the bounce rate from these pages are high. These pages may not have enough content value that causes the visitors to leave.

Goals / Conversions

There are currently four set up goals in the website and the Appointment Request form seems to perform so much better than the rest. One reason why this form is used a lot is because it is easily accessible all throughout the website. But if you look at the amount of people visiting the website, the total amount of conversion is very low (0.49%).

Backlinks

Text links contribute a lot to leading traffic to the website. They also help in improving the page rank in terms of organic search (follow links). There is quite a big number of empty anchors which may be images or other file types. Though they help drive traffic, they don't help in increasing page rank (no-follow).

Recommendations

Content

Ensure that the top keywords from the organic searches are embedded into the website copy. So far, the website seems to have most of it. But new sections, articles or any material published online need to have them with call to actions to increase goal conversions or guide the user what you want them to do next.

Consider rearranging the flow of content to emphasize on what users are looking for. Based on the gathered data, the topics being searched for are location specific (branches). If this is to be retained, more useful information needs to be added to these pages.

If not being executed or not on a regular basis, increase the frequency of newsletter emails that lead to landing pages, relevant articles and services. The emails need to have multiple instances of hyperlinked texts to improve traffic. The mentioned pages would need to have sections to drive the user to check out other sections of the website to improve the bounce rate.

Explore doing more guest posting and use the keywords in the article contents. Lead the readers to relevant topics on Cpte.net from the referring websites by hyperlinking keywords. The conditions and the treatments would be a great focal point.

Omit the use of PDFs for newsletters. Instead, create an actual page in the site. If this cannot be avoided, display an excerpt or summary in actual text (not in the PDF) on what the document is about.

Design

Examine the current design and restructure the current wireframe to maximize the use of space for each section. An example is the header and the navigation which currently takes up a quarter of the page pushing the other elements buried down. Users scroll to a certain section of pages and chances are they don't go beyond half of the page. Decrease the copy of the welcome section and focus more on the conditions and treatments.

Use header tags on terms that are relevant to what users type in searches. Consider transferring the what could have been great header tags out of images into index-able text so search engines can crawl them. While alt tags and meta descriptions work, actual text is still better.

Add more sections in different pages that will lead people to browse other sections of the website to improve the bounce rate.

Use of human faces contribute a lot to

becoming more relatable to people. It can be a mix of actual shot taken from the facilities and stock photos.

Brand Awareness

Embrace the power of social media to build brand awareness. Since this channel is intended to be the lighter side of marketing, posts topics can talk about patient experience and staff's approach. In able to lead more people to the website, utilize link in bios for Instagram and keep posts with external URLs in the Facebook page.

End of Report