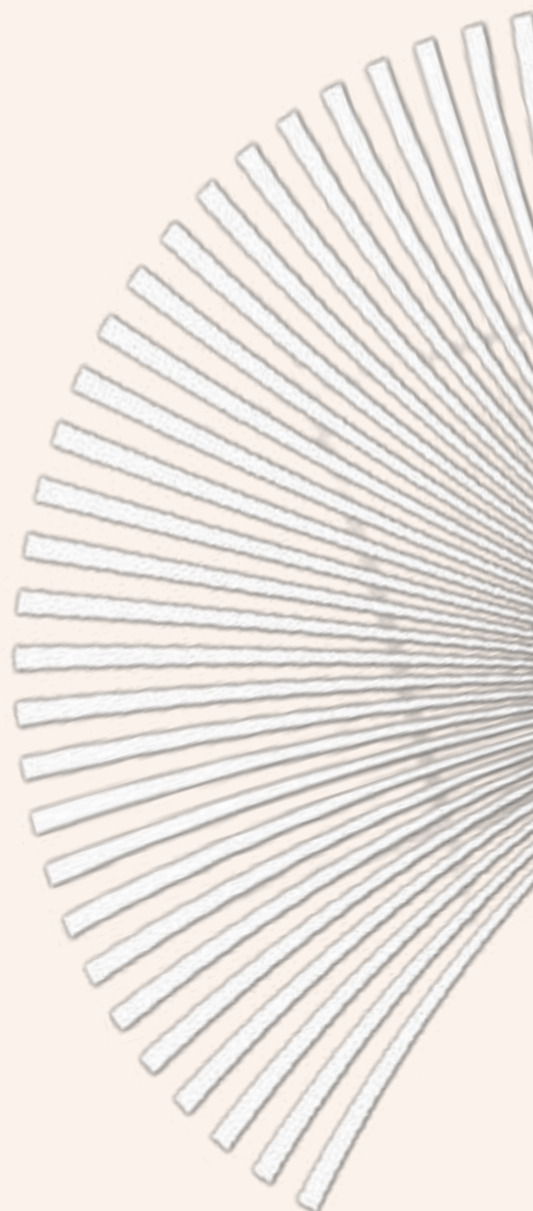


CLIENT _____ COMPLETION REPORT

01/2024



NOTE:

This document contains detailed analysis from the SEO Team assigned to your project. Please go over the “Recommendations” and “Achievements” sections for important details pertaining to your project. All data presented in this document is current as of JAN 31 2023

RECOMMENDATIONS IMPLIMENTED

WHAT WE DID ON-SITE

2023

2024

2025

ON PAGE SEO

- ◆ Expanded Acupuncture page with service details, pricing, and staff bios.
- ◆ Published 3× 2,000+ word blogs targeting sports massage, dry needling, and couples massage.
- ◆ Strengthened internal linking to boost crawlability and topical authority.
- ◆ Optimized Edmonton Thai Massage page, improving rank score 65 → 90+.
- ◆ Enhanced meta titles & descriptions for higher CTR.
- ◆ Improved image SEO with alt text, captions, compression, and resizing.
- ◆ Added structured data for services, reviews, and FAQs to capture rich results.
- ◆ Refined content hierarchy for better UX and search visibility.

RECOMMENDATIONS IMPLIMENTED

WHAT WE DID OFF-SITE

2023

2024

2025

OFF PAGE SEO

- ◆ GMB Posting — published 3× weekly for targeted massage services, seasonal promos, and client engagement.
- ◆ Added AI-powered chat widget to improve client interactions and boost booking conversions.
- ◆ Implemented new low-cost booking form for easier lead capture and reduced friction.
- ◆ Internal & external linking strategy refined to strengthen topical authority and referral signals.
- ◆ Performed citation cleanup & expansion for consistent NAP across all platforms.
- ◆ Social amplification — sharing blog content and promos on high-traffic platforms to drive referral traffic.

CURRENT ACHIEVEMENTS

HOW THINGS ARE GOING?

2023

2024

2025

Ranking top spot for

- ◆ Thai Massage
- ◆ Thai Massage Edmonton
- ◆ Edmonton Thai Massage
- ◆ Thai Massage in Edmonton
- ◆ Thai Stem Massage
- ◆ Massage Studio
- ◆ Best Massage Edmonton
- ◆ Best Massage
- ◆ Massage Kingsway

Biggest movers

- ◆ Nearest Thai Massage to Me (up 6)
- ◆ Hot Stone Massage (up 2)
- ◆ Prenatal Massage (up 2)
- ◆ Head Massage
- ◆ Massage Millwoods
- ◆ Massage Kingsway
- ◆ Tips for Mental Health Care

Top 3 rankings for

- ◆ Massage Edmonton
- ◆ Toe Massage Techniques
- ◆ Edmonton Massage
- ◆ Massage in Edmonton
- ◆ Massages
- ◆ Thai Massage Edmonton
- ◆ Best Massage Edmonton
- ◆ Best Massage
- ◆ Thai Stem Massage
- ◆ Hot Stone Massage
- ◆ Edmonton Deep Tissue Massage
- ◆ Reflexology Edmonton
- ◆ Edmonton Reflexology
- ◆ Prenatal Massage
- ◆ Nearest Massage
- ◆ Head Massage Near Me
- ◆ Massage Places Near Me
- ◆ Couples Massage
- ◆ Massage Millwoods



Google Analytics

TRAFFIC L365 Days

2023

2024

2025

Active users ?

210K

New users ?

210K

Average engagement time per active user ?

47s

New users by First user primary channel group (Default Channel Group)▼

Organic Search
Direct
Paid Search
Display
Organic Social
Cross-network
Email

