



SEO CAMPAIGN REVIEW FOR PLANNED PARENTHOOD FEDERATION OF AMERICA, INC.

CONTENTS

Introduction.....	1
Rankings.....	1
Total Rankings.....	1
Page 1 Rankings.....	2
Keyphrase Rankings.....	2
Google Rankings.....	3
Yahoo Rankings.....	3
MSN Rankings.....	4
Traffic Data.....	5
Total Visits & Page Views.....	5
Search Engine Referrals.....	6
Conclusion.....	6

INTRODUCTION

The following document outlines search engine optimization (SEO) campaign results for PlannedParenthood.org, a popular health information website with over a million monthly visitors on average.

This analysis provides examples of significant increases in search rankings for target terms across major search engines (Google, Yahoo, MSN), as well as increases in search engine referrals and overall site traffic during a four month period (July 2008 – October 2008).

These gains are largely attributable to Planned Parenthood’s implementation of SEO best practices and recommendations, as directed by Human Service Solutions (HSS), including key term research, optimization of browser titles and page headers, internal linking strategies, URL redirects and content optimization.

RANKINGS

Total Rankings

Since Baseline (July of 2008), total rankings within the top 3 search engines (Google, Yahoo!, and MSN) for PlannedParenthood.org have increased by 77%.

There was an increase of 87 total rankings from July, 2008 to October, 2008, thus significantly increasing Planned Parenthood’s search visibility and the capacity for attracting targeted traffic.

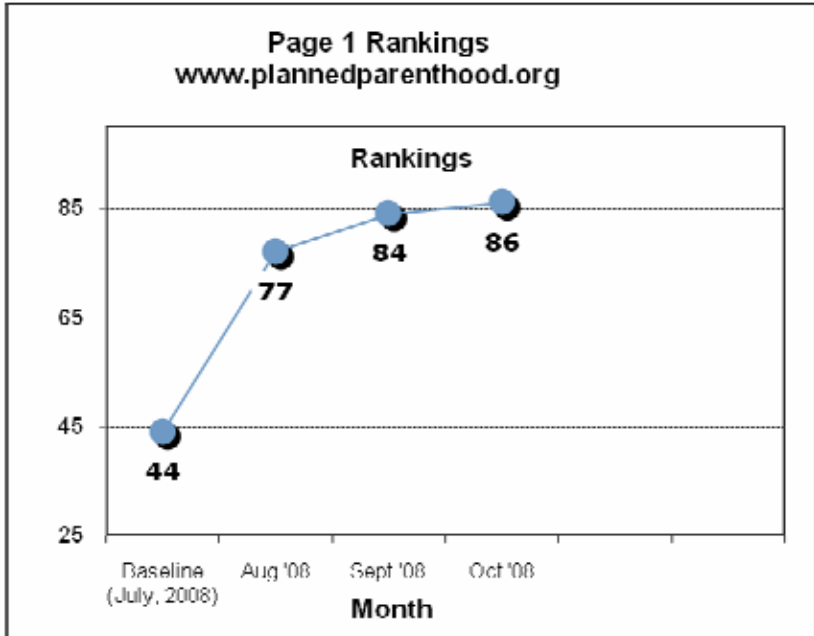


Total Rankings have increased 77%



Page 1 Rankings

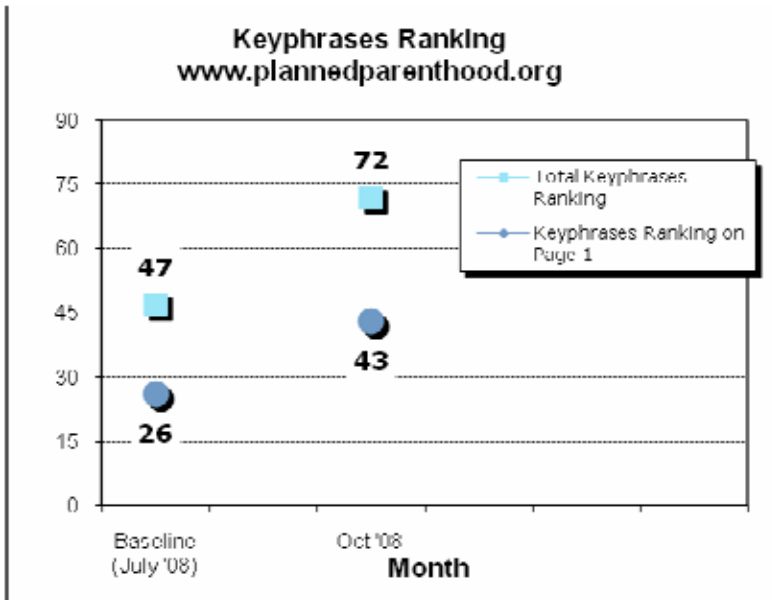
Page 1 rankings also saw a large increase within the 3 major search engines with an 83% improvement from Baseline (July '08):



Page 1 Rankings have increased 83%

Keyphrase Rankings

A total of 47 keyphrases were ranking at Baseline. Since then, the number has increased by 53% (72). During Baseline, 26 unique keyphrases were enjoying Page 1 rankings. Since then, the number of unique keyphrases has increased to 43 - a 65% jump. Below is a chart of the increase in keyphrases ranking from Baseline:

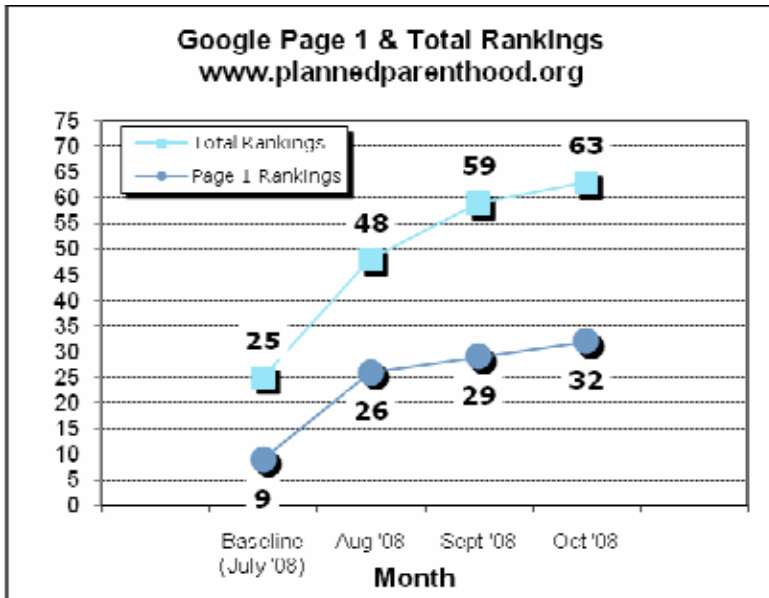


The total number of keyphrases ranking has increased 53%

The number of keyphrases with a Page 1 ranking has increased by 65%

Google Rankings

Within Google, the largest search engine which owns almost 65% of the search engine landscape, total rankings from Baseline nearly tripled (152%). Page 1 rankings in Google jumped up from 9 to 32 (255%). In fact, the number of Page 1 Google rankings in October 2008, was greater than the total number rankings at Baseline (see below):

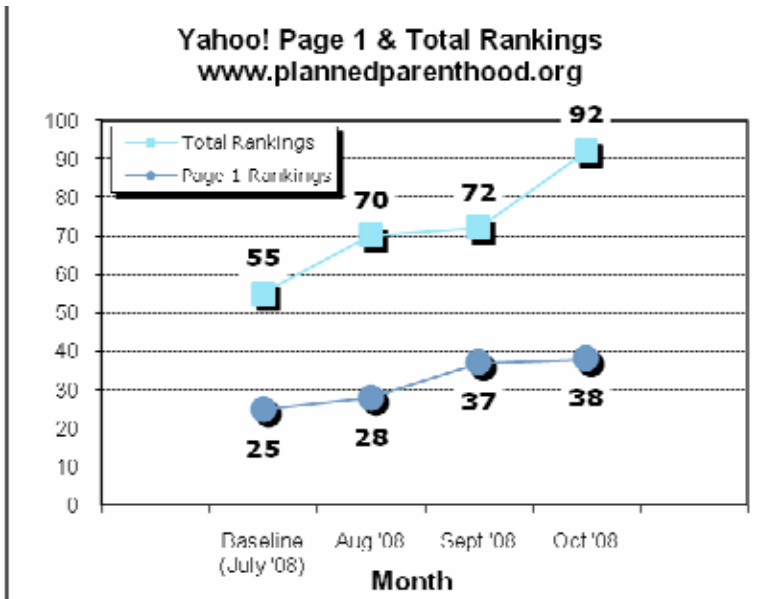


Google Page 1 rankings have increased by 255%

Total Google rankings have increased by 152%

Yahoo Rankings

Within Yahoo!, the second largest search engine (28% search engine landscape), Planned Parenthood enjoyed over a 68% increase in total Yahoo rankings and another 52% in Page 1 rankings from Baseline (see below):

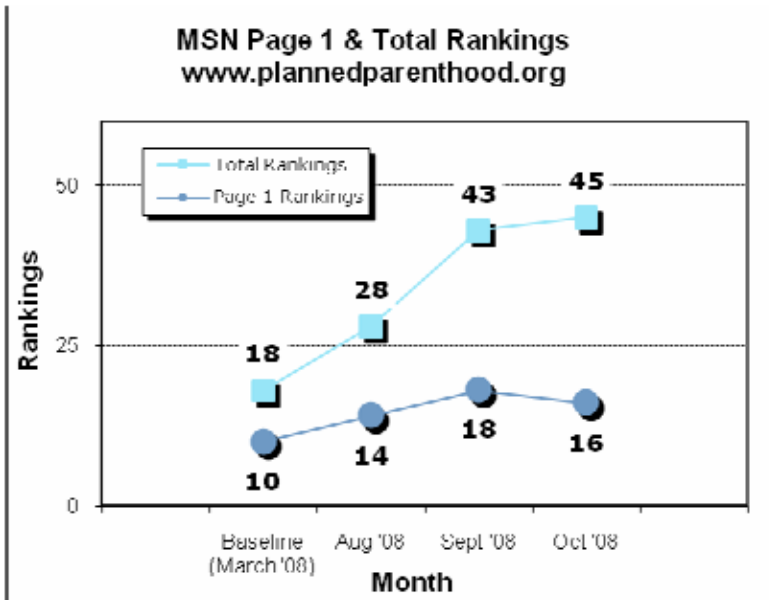


Total Yahoo rankings have increased by 68%

Yahoo Page 1 rankings have increased by 52%

MSN Rankings

Within MSN, the third largest search engine (9.8% search engine landscape), Planned Parenthood.org Page 1 rankings increased by 60% since Baseline and total rankings went up an astonishing 150% (see below):



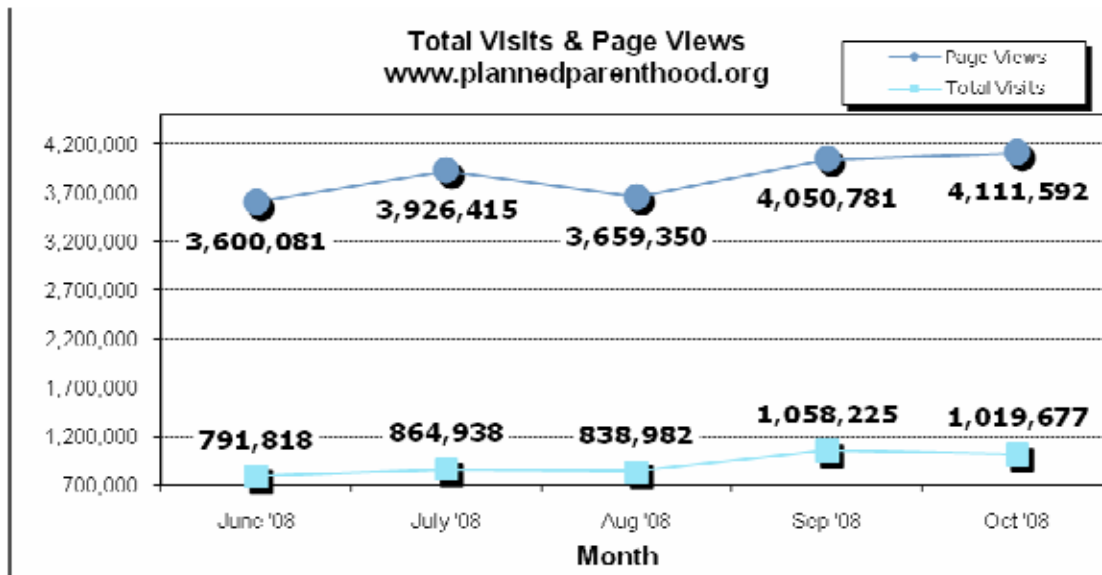
Total MSN rankings have increased by 150%

MSN Page 1 rankings have increased by 60%

TRAFFIC DATA

Total Visits & Page Views

Through Google Analytics, HSS was able to monitor site traffic and visitor statistics for PlannedParenthood.org, and better understand how users found the website. Prior to the implementation of SEO recommendations, PlannedParenthood.org had almost 800,000 visits in June, 2008. Current traffic from October of 2008 reached over 1 million visits (1,019,677), an increase of 29% from Baseline. Page views also increased by over 500,000 from Baseline, marking a 14.1% increase in October, 2008.



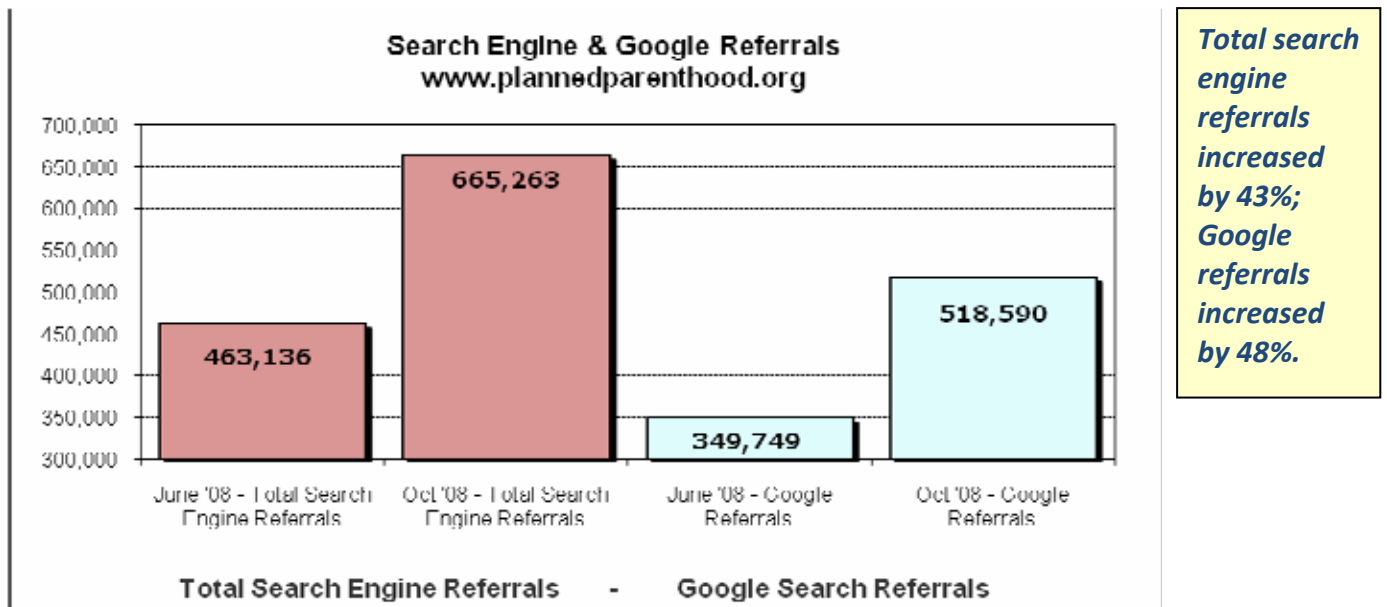
Total site traffic increased by 29%, to over one million visits in October 2008.



Search Engine Referrals

Search engine referrals account for 65% of all visits to PlannedParenthood.org. In October 2008, of the 1,019,677 visits for PlannedParenthood.org, 665,263 came from search engine referrals. Total search engine referrals increased by 202,138 more visits (43% increase) from June to October, 2008.

78% of all search engine referral traffic to PlannedParenthood.org is coming from Google, the search engine with the largest market share. This is an increase of 48% (168,841) over baseline. The increased search traffic to PlannedParenthood.org is due in large part to the increased rankings of high query volume terms that are now appearing on page 1 in Google.



CONCLUSION

Through the application of SEO best practices and recommended strategies, HSS has helped Planned Parenthood achieve significant and objective gains for PlannedParenthood.org in terms of rankings across all major search engines, as well as search engine referrals and overall site traffic. This increased exposure in popular search engines has greatly enhanced the organization’s capacity to reach target audiences online, while promoting the Planned Parenthood brand in general.

I could not be happier with our engagement with Human Services Solutions on search engine optimization. Since partnering with HSS, the search engine visibility of our website has improved by more than 70 percent. The customer service at Human Services Solutions is also unmatched. We’ve worked with other consultants on search engine optimization in the past, and the level of personal support we received from Jason far exceeded our expectations. Thank you, Jason and the Human Services Solutions team, for all of your help and hard work!

Jon Platner
 Director, Online Strategy & Programs
 Planned Parenthood Federation of America

