



Clear Passage

PHYSICAL THERAPY

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Dr. Scott Miles
Obstetrician/Gynecologist

WebsThatRock
Attn: Michael Rock

July 30, 2015

To whom it may concern:

Michael Rock (WebsThatRock) has handled our Organic SEO for just over two years. He started May 2013 and ended in June 2015. Our goals were to increase organic (unpaid) traffic and to decrease our reliance on paid Google visits.

Michael did very well for us; we are very pleased with the results he achieved. Some specifics follow:

Below is a comparison for the month he started and the same month two years later. As we requested, he concentrated on organic traffic and building referral traffic while our team worked on social media traffic. He did coach us some in this regard, as well.

We outsourced our paid (Google) traffic, but that group of professionals did not achieve anything close to the results Michael achieved. In fact, now that our organic traffic is doing so well, we are looking at dropping our paid Google ads altogether – which will be a huge savings for us.

A comparison of the same month in 2013 and 2015 two years later shows that:

- Our organic traffic increased 66.46%
- Referral traffic increased 431.23%
- Direct traffic increased 47.52%
- Paid traffic decreased 41.76%, in line with our goals.

I recommend Michael Rock highly for increasing organic website visits.

Sincerely,

Lawrence J Wurn
President