

ALBERTA CHAMBERS OF COMMERCE

# Case Study



## Client website

<https://www.abchamber.ca/>

## Campaign

Web Design | SEO | Rescue Mission

## Type



## Contact Us

375 Commack Rd., Deer  
Park, NY 11729



(855)969-5541



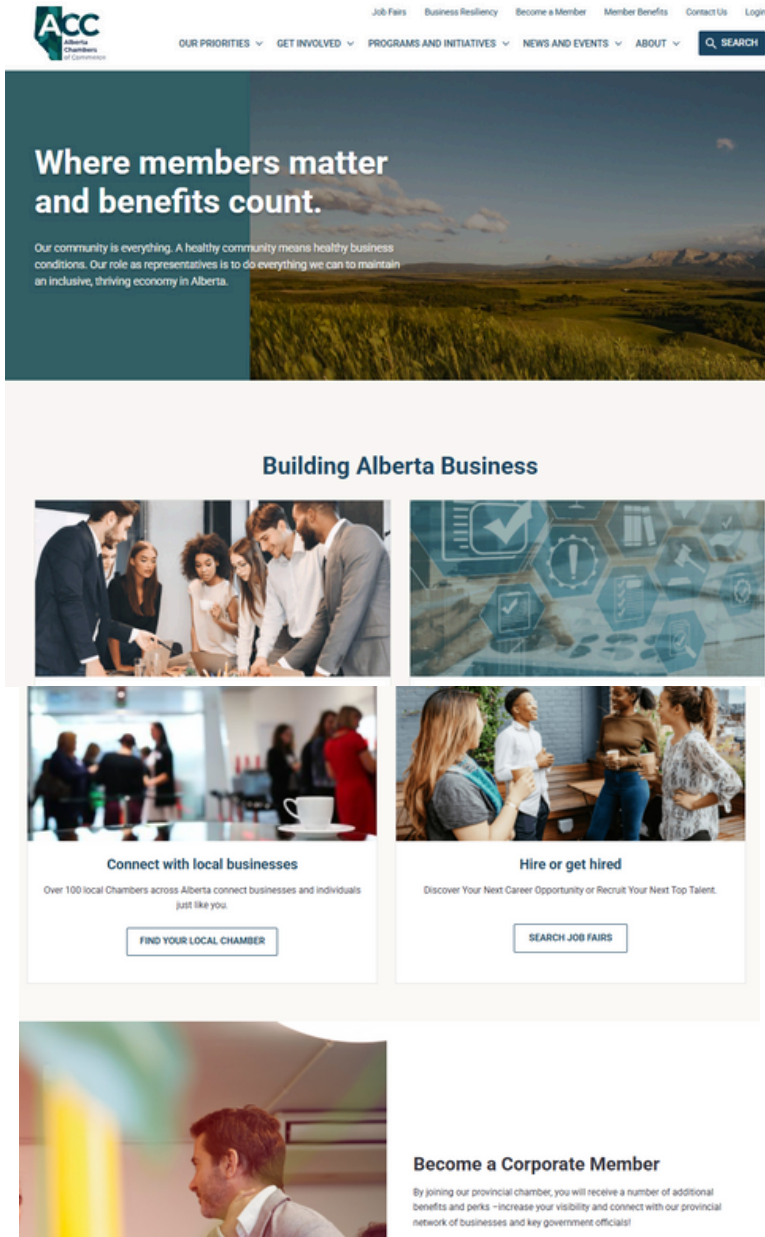
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# Alberta Chambers of Commerce

Where business advocacy and community engagement meet to drive economic growth.



## Overview

The Alberta Chamber of Commerce's digital marketing performance, demonstrates a robust online presence with strong engagement metrics and effective SEO positioning. This case study analyzes their multi-channel digital strategy, highlighting key performance indicators and strategic insights for chamber organizations and business associations.

## The Challenge

The Alberta Chamber needed to maintain strong digital engagement while promoting multiple high-priority initiatives including their Annual General Meeting (AGM), Policy Plenary Session, and the Alberta Business Awards of Distinction. The challenge was to effectively drive traffic across multiple channels while maintaining member engagement and attracting new audiences.

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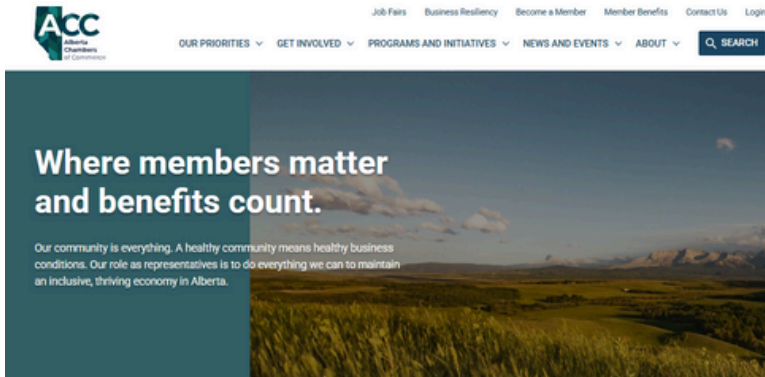
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# Alberta Chambers of Commerce

Where business advocacy and community engagement meet to drive economic growth.



## Where members matter and benefits count.

Our community is everything. A healthy community means healthy business conditions. Our role as representatives is to do everything we can to maintain an inclusive, thriving economy in Alberta.

### Building Alberta Business



#### Connect with local businesses

Over 100 local Chambers across Alberta connect businesses and individuals just like you.

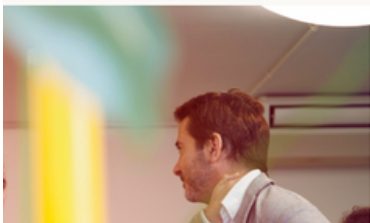
[FIND YOUR LOCAL CHAMBER](#)



#### Hire or get hired

Discover Your Next Career Opportunity or Recruit Your Next Top Talent.

[SEARCH JOB FAIRS](#)



#### Become a Corporate Member

By joining our provincial chamber, you will receive a number of additional benefits and perks - increase your visibility and connect with our provincial network of businesses and key government officials!

## Strategy & Implementation

### Multi-Channel Digital Approach

The Chamber implemented a comprehensive digital strategy leveraging:

- Organic Search Optimization: Focus on business-related keywords
- Direct Traffic Generation: Strong brand recognition and member loyalty
- Event-Driven Content: Strategic promotion of key organizational events

### Content Strategy

Key content pillars included:

- Updated site structure
- Promoted business resiliency resources
- Business resiliency resources
- Awards program highlighting
- Member services and contact information

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# Performance Analysis



## Website Traffic Growth

**5,596**

Total sessions with 3,504 unique users and 9,301 page views, achieving a 46% engagement rate

**Direct traffic:** 43.2% showing strong brand loyalty



## Organic Search Success

**57.57 %**

Engagement rate for organic visitors with 2,444 sessions (43.7% of total traffic), significantly exceeding industry averages.

**User engagement time:** 1 day 2 hours 49 minutes total



## SEO Performance

**+ 89**

Net positive ranking improvements across 17 tracked keywords with 5,106 total backlinks and 87/100 performance score.

**New links acquired:** 4,736 with Citation Flow of 36



## Content Performance

**1,736**

Homepage page views with AGM Policy Plenary Session agenda achieving 1,347 page views and strong organic engagement.

**Top performer:** Business events driving 14.7% of organic traffic



## Event Marketing Success

**359**

Combined organic sessions for AGM and Policy events, with Alberta Business Awards finalist page achieving 7-minute average engagement.

**Awards impact:** 385 page views with high conversion rates



## Technical Excellence

**96/100**

Best Practices Score with 85/100 SEO Score and 90/100 Accessibility Score, demonstrating solid technical foundation.

**Session duration:** 2 minutes 58 seconds average with 54% bounce rate

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# Performance Analysis

	<b>106</b>	<b>47</b>	<b>59</b>	<b>44.3%</b>
	TOTAL KEYWORDS	RANKED FOR	NOT RANKED	RANKING RATE
Keyword	Ranking	Volume	Difficulty	
alberta chamber of commerce	2	1,200	Low	
business advocacy	.	340	Med	
business retention	.	890	Med	
business relationship	34	720	High	
business networking	.	560	Med	
alberta business policy advocacy	<b>1555% INCREASE!</b> in keyword rankings		High	
business connection			Low	

	<b>117</b>	<b>89</b>	<b>28</b>	<b>76.1%</b>
	TOTAL KEYWORDS	RANKED FOR	NOT RANKED	RANKING RATE
Keyword	Ranking	Volume	Difficulty	
alberta chamber of commerce	1	1,200	Low	
business advocacy alberta	3	340	Med	
business retention rewards	1	890	Med	
business relationship benefits	8	720	High	
business networking alberta	4	560	Med	
alberta business policy advocacy	6	1,500	High	
business connection rewards	2	180	Low	
business association canada	12	430	Med	

# Website Hits

5.596

Total Sessions

3.504

Unique Users

9.301

Page Views

46%

Engagement Rate

57.57%

ORGANIC SEARCH ENGAGEMENT RATE



## Organic Search

**Sessions:** 2,484 (44.4%)

**Users:** 1,376

**Engagement Rate:** 57.57%



## Direct Traffic

**Sessions:** 2,419 (43.2%)

**Users:** 1,634

**Brand Loyalty:** Excellent



## Top Performing Content

**Homepage** – 1,736 views

**AGM Policy Plenary Session** – 1,347 views

**AGM Event Page** – 529 views

**Business Resiliency** – 498 views

**Alberta Business Awards** – 385 views

87

Performance Score

90

Accessibility Score

51,166

Total Backlinks

+89

Ranking Improvements

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## Key Insights & Analysis

### Strengths

1. Balanced Traffic Portfolio: Near-equal split between organic search and direct traffic indicates both strong SEO performance and brand loyalty
2. High-Intent Organic Traffic: 57.57% engagement rate for organic visitors significantly exceeds industry averages
3. Event Marketing Success: Strong performance for time-sensitive event content
4. Technical Excellence: 96/100 Best Practices Score and 85/100 SEO Score demonstrate solid technical foundation

### Strategic Recommendations

1. Content Expansion: Develop more comprehensive business resource content to increase session duration
2. Social Media Integration: Strengthen social media strategy to drive more qualified traffic
3. Member Portal Enhancement: Leverage high direct traffic by optimizing member-specific content
4. Event Marketing Amplification: Build on successful event promotion strategies for future initiatives

The Alberta Chamber of Commerce effectively uses digital marketing to engage members and attract new audiences. With a 46% overall engagement rate and 57.57% from organic search, their strategy is clearly working. Continued content and social media optimization will further strengthen their digital presence.



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