

# SEO Success

This is a local neighborhood Family Dentist Clinic



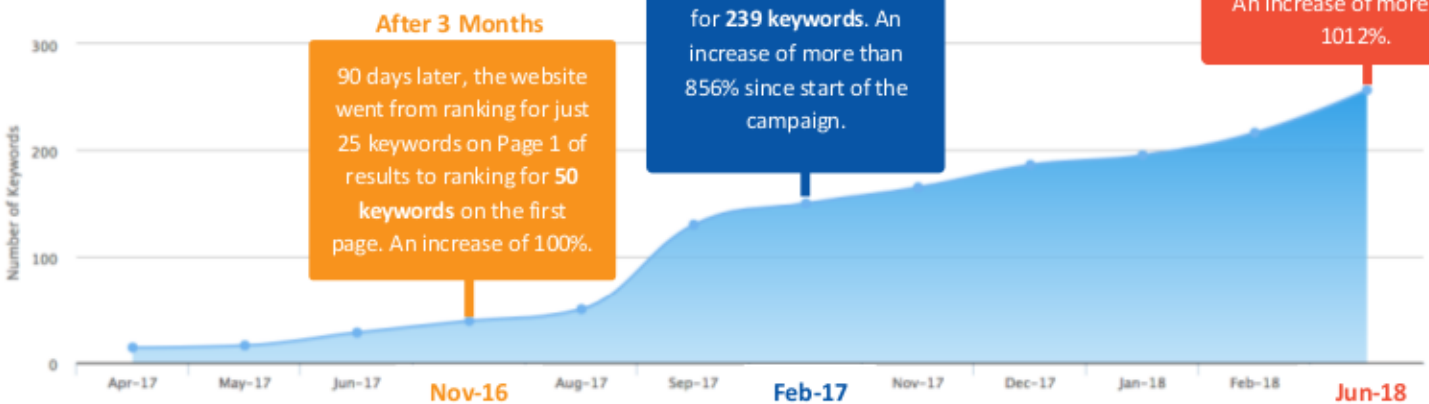
## Prior to SEO

A Family Dentistry Clinic approached us in Aug 2016, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had just 25 keywords ranking on the first page of major search engines.

## Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We **created** and **distributed videos** about the business.

## Keywords Ranking on First Page in Major Search Engines\*



**After 3 Months**  
90 days later, the website went from ranking for just 25 keywords on Page 1 of results to ranking for 50 keywords on the first page. An increase of 100%.

**After 6 Months**  
They ranked on the first page of search engines for 239 keywords. An increase of more than 856% since start of the campaign.

**By June 2018**  
The momentum of the campaign was in full throttle as they now ranked on the first page of search engines for 278 keywords. An increase of more than 1012%.

## Google Analytics data

**19.01%**  
Increase in Overall Website Traffic. 407 Overall visits received in last month.

**26.61%**  
Increase in Google Organic Sessions. 157 Organic visits received in last month.

**8.61%**  
Increase in Website Pageviews. 631 Pageviews received in last month.

\*Major Search Engines defined as Google and Bing