

# SEO Success

A cosmetic dentistry clinic offering dental services to the patients



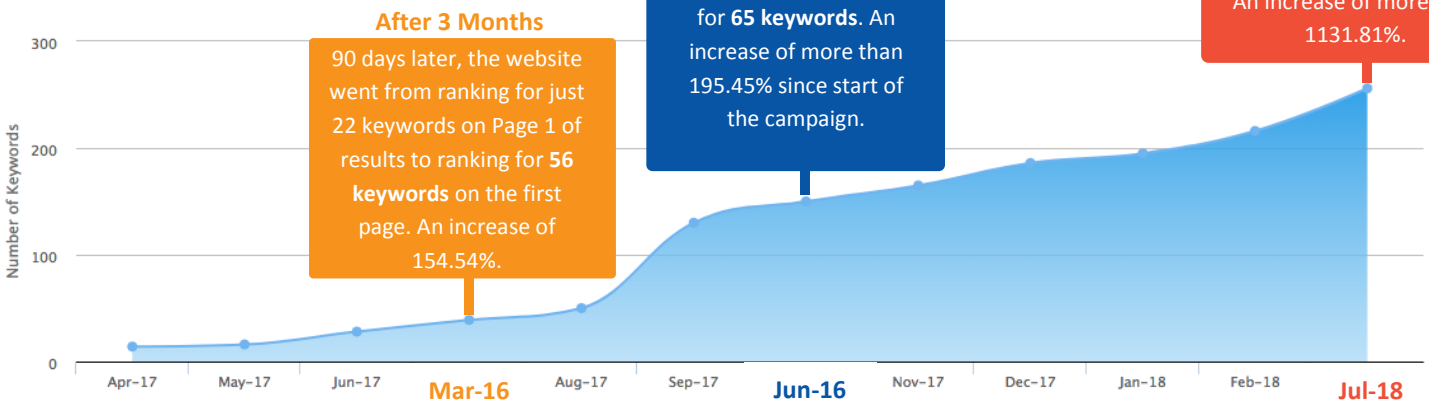
## Prior to SEO

They approached us in December of 2015, with some online presence. They wanted to improve their presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed up with our SEO services and had just 22 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 22 keywords on Page 1 of results to ranking for **56 keywords** on the first page. An increase of **154.54%**.

**After 6 Months**  
They ranked on the first page of search engines for **65 keywords**. An increase of more than **195.45%** since start of the campaign.

**By July 2018**  
The momentum of the campaign was in full throttle as they now ranked on the first page of search engines for **271 keywords**. An increase of more than **1131.81%**.

## Google Analytics data

**11.28%**  
Increase in Overall Website Traffic. **3,316** Overall visits received in last 6 months.

**8.11%**  
Increase in Google Organic Sessions. **2,053** Organic visits received in last 6 months.

\*Major Search Engines defined as Google and Bing