

SEO Case Study

Dental Clinic



Campaign Information

Industry: Dentistry
Location: Naples, FL
Campaign Start Date: 11/29/2017
SEO Hours per Month: 20
Campaign Type: Local
Goal: Expand online reach to cities over 28 miles away.



Strategy

We started their campaign by solidifying the company's authority in their physical location and expanding their online reach to cities in a 14-mile radius. During the website audit, we targeted several ways we could improve the user experience. Our team recommended breaking out individual service pages to prove their authority/relevance along with geo-focused target pages to draw in specific clientele in the selected areas.

Results

KEYWORD PHRASE	PAGE	RANK
laser periodontal therapy estero fl	2 ↗ 1	24 ↗ 14
laser periodontal treatment bonita springs fl	3 ↗ 1	101 ↗ 13
laser periodontal therapy bonita springs fl	3 ↗ 1	101 ↗ 19
periodontal disease treatment bonita springs	4 ↗ 1	101 ↗ 30
pinhole gum rejuvenation naples fl	10+ ↗ 1	101 ↗ 58

Performance

- 3.1** Avg Page Increase for Keywords
- 56%** Avg Increase in Keyword Ranks
- 18** Keywords on page 1 of Google