

SEO Case Study

Mental Health Clinic



Campaign Information

Industry: Mental Health — Family Therapy

Location: Bethlehem, PA

Campaign Start Date: 03/05/2019

SEO Hours per Month: 10

Campaign Type: Local

Goal: Solidify online presence in Bethlehem and grow to surrounding areas.



Strategy

We started this campaign by targeting our client’s physical location in Bethlehem. The SEO team recommended our client create dedicated pages for each of their services where we wrote keyword-rich copy to engage visitors on the site. In 2 months, 2 keywords hit the first page of Google! With 10 keywords dominating in their hometown, we began working to rank additional keywords in Allentown and Easton. We will continue to add additional backlinks and custom blog posts to help solidify them as experts in their industry and increase their brand awareness.

Results

KEYWORD PHRASE	PAGE	RANK
addiction counseling bethlehem pa	5 ↗ 1	47 ↗ 5
anxiety therapy services bethlehem pa	7 ↗ 1	66 ↗ 5
depression counseling bethlehem pa	4 ↗ 1	40 ↗ 5
depression counseling services bethlehem pa	5 ↗ 1	49 ↗ 5
anxiety therapy bethlehem pa	5 ↗ 1	45 ↗ 5

Performance

- 2.5** Avg Page Increase for Keywords
- 79%** Avg Increase in Keyword Ranks
- 13** Keywords on page 1 of Google