

# seo case study

## Pharmaceutical Consulting

### Campaign Information

**Industry:** Consulting — Pharmacovigilance

**Campaign Type:** National

**Location:** Holliston, MA

**Campaign Start Date:** 11/13/2019

**SEO Hours per Month:** 15

**Goal:** Increase organic traffic



### Strategy

We started the keyword research process with a deep-dive into the website to find the strongest keyword phrases our client wanted to rank for. This gave us a clear direction for the campaign. Once keywords were chosen, we wrote new onsite copy to clarify each page of the website and focused heavily on offsite link building. As keywords started ranking, our teams implemented a site map to ensure Google's ability to properly crawl the site and solidify keyword rankings. With all keywords performing well, we are working with our client on optimizations for new keywords, along with additional strategies to build authority and bring in new customers.

### Results

KEYWORD PHRASE	PAGE	RANK
pharmacovigilance consulting company	11 ↗ 1	101 ↗ 4
pharmacovigilance consulting firm	11 ↗ 1	101 ↗ 6
pharmacovigilance consulting	11 ↗ 1	101 ↗ 8
pharmacovigilance consulting services	11 ↗ 1	101 ↗ 9
pharmacovigilance operations consulting services	11 ↗ 3	101 ↗ 22

### Performance

4

**Keywords on Page  
1 of Google**

355

**Total Links Built**

350%

**Increase in  
Organic Traffic**  
year over year