

seo case study

Cosmetic Dentistry

Campaign Information

Industry: Dentistry

Campaign Type: National

Location: New York City, NY

Campaign Start Date: 06/16/2020

SEO Hours per Month: 60

Goal: Increase enrollment in their online teeth whitening training courses



Strategy

To rank our client nationally, we focused heavily on content creation and link building. An onsite blog was implemented to build authority and additional copy was written to differentiate our client from their competition. As our client provides in-person training for the Tri-state area, we also targeted several local keywords to bring in regional traffic. In just 5 months, we got 34 keywords on the first page of Google. Now that we have a variety of keywords on page one for their training courses, we will focus on new keywords that will attract customers interested in their signature teeth whitening kits.

Results

KEYWORD PHRASE	PAGE	RANK
Online teeth whitening training	11 ↗ 1	101 ↗ 1
Online teeth whitening training course	11 ↗ 1	101 ↗ 1
Online teeth whitening certification	11 ↗ 1	101 ↗ 1
Online teeth whitening certification course	10 ↗ 1	98 ↗ 1
Teeth whitening training ct	11 ↗ 1	101 ↗ 1

Performance

35

Keywords on Page 1 of Google

7

Avg. Page Increase for All Keywords

24

Keywords Ranked #1 on Page 1