

seo case study

Dental Clinic

Campaign Information

Industry: Dentistry

Campaign Type: Local

Location: Denver, CO

Campaign Start Date: 02/11/2019

SEO Hours per Month: 50

Goal: Improve rankings at all 4 of their clinics around the Denver area.



Strategy

With several clinics in one of the most competitive industries and markets in the US, we recommended a budget of 50 hours per month to fund the amount of work to get all 4 locations on the first page of Google with multiple keywords. In our client's first month of service, we laid a strong foundation for their SEO campaign by auditing and optimizing their website. We adjusted title tags, the meta description, H1 tags, and alt image tags so Google could crawl and index their site quickly and easily. After these crucial onsite optimizations were complete, our team of experts wrote new copy to highlight and differentiate services on their website. We also increased their industry authority via link-building and custom blog posts, resulting in 33 keywords on the first page in 11 months.

Results

KEYWORD PHRASE	PAGE	RANK
medicaid dentist wheat ridge co	11 ↗ 1	101 ↗ 4
childrens dental wheat ridge co	11 ↗ 1	101 ↗ 5
medicaid dentist office denver co	11 ↗ 1	101 ↗ 6
emergency dental care wheat ridge co	3 ↗ 1	28 ↗ 3
kids emergency dental care aurora co	3 ↗ 1	31 ↗ 3

Performance

33

**Keywords on Page
1 of Google**

1

Current Top Rank

506

**Links Built to
Date**