

# seo case study

## Dental Clinic

### Campaign Information

**Industry:** Dentistry

**Location:** London, UK

**Campaign Start Date:** 02/28/2020

**SEO Hours per Month:** 30

**Campaign Type:** Local

**Goal:** Attract new patient inquiries and increase online traffic.



### Strategy

We completed a full site audit and determined several key components for success. Our team took to fully optimizing the site to significantly reduce load times and create a more pleasant user experience. We then switched our focus to keywords we believed would anchor them in their area quickly. After they stabilized, we switched focus to expanding authority to neighboring locations in the UK.

### Results

KEYWORD PHRASE	PAGE	RANK
root canal treatment paddington	2 ↗ 1	14 ↗ 1
hygienist appointments marylebone	11 ↗ 1	101 ↗ 3
root canals paddington	2 ↗ 1	18 ↗ 2
dental services paddington	11 ↗ 1	14 ↗ 4
dental hygienist appointment maryleborne	11 ↗ 1	101 ↗ 4

### Performance

**65%**

**Avg Page Increase  
for Keywords**

**82%**

**Avg Increase of  
Keyword Ranks**

**12**

**Keywords on page 1  
of Google**