

# seo case study

## Orthodontics

### Campaign Information

Industry: Dentistry, Orthodontics

Location: Richmond, VA

Campaign Start Date: 07/08/2019

SEO Hours per Month: 30

Campaign Type: Local

Goal: Rank higher to reach new customers in Richmond and surrounding areas

### Results

Our customer services a very competitive industry, so their goal was to achieve higher Google rankings. In order to do this, we put much of our effort into implementing on-site and off-site optimizations through blog posts and backlinking. In addition, by improving site optimization and site speed, we improved the user experience, attracting more customers to the site. These efforts resulted in great success as our client's organic traffic increased by 339% year-over-year. We have great hopes for the future as we continue to grow their online presence by targeting and implementing more keywords and more optimizations.

### Performance

KEYWORD PHRASE	START	CURRENT
propel accelerated device richmond va	101	3
propel accelerated orthodontic device richmond va	101	3
orthodontic treatment richmond va	32	14
orthodontics richmond va	25	17
orthodontist richmond va	26	17



13

Keyword rankings improved

#3

Current top rank

4

Keywords in Google's top 10

### Top SEO Tasks

- 30 custom blog posts
- 189 links built
- 21 bookmarking submissions
- 9 business directory submissions