

seo case study

Detox and Rehab

Campaign Information

Industry: Psychology Counseling, Detox and Rehab

Location: Everett, WA

Campaign Start Date: 09/15/2014

SEO Hours per Month: 24

Campaign Type: Local

Goal: Expand online presence and reach new customers in several new target areas

Results

At the beginning of this SEO campaign, the client requested to expand their online reach to bring in new customers from the surrounding areas. To do so, our SEO team set out to implement on-site and off-site optimizations in order for the client to be more easily found by searchers. These on-site optimizations included over a hundred blog and article publications containing notable keywords to get Google's attention. For off-site optimizations, we focused on creating an extensive backlink portfolio to generate trust with Google. As the chosen keywords began to show success in their rankings, we were able to implement new keywords and continue to grow their online presence.

Performance

KEYWORD PHRASE	START	CURRENT
outpatient drug addiction treatment everett wa	3	1
outpatient treatment service marysville wa	15	3
drug addiction recovery marysville wa	12	9
rehab lynwood wa	13	10
drug treatment centers marysville wa	20	14



5

Keyword rankings improved

#1

Current top rank

6

Keywords in Google's top 10

Top SEO Tasks

- 138 custom blog posts
- 1.1k links built
- 57 local listings created and optimized
- 142 business directory submissions