

seo case study

Physical Therapy

Campaign Information

Industry: Health & Wellness — Local & Remote Physical Therapy

Location: San Diego, CA

Campaign Start Date: 06/10/2014

SEO Hours per Month: 6

Campaign Type: Local

Goal: Improve organic traffic and online visibility.



Strategy

To rank our client in an extremely competitive city and industry, we fixed the 39 broken links found during our website analysis. We also eliminated keyword stuffing throughout the site—something highly penalized by Google. This created a more conversational tone with a natural amount of keyword usage. After implementing a robots.txt file and adjusting multiple h-tags, our client's relevance with Google improved. To elevate our client's trust, we built a strong backlink portfolio and optimized 50+ business listings. With 3 keywords on the first page, we continue our efforts to maintain these highly competitive rankings.

Results

KEYWORD PHRASE	PAGE	RANK
face time physical therapy california	11 ↗ 1	101 ↗ 1
in home physical therapy san diego	2 ↗ 1	14 ↗ 1
telehealth physical therapy california	7 ↗ 1	67 ↗ 10
physical therapists san diego ca	4 ↗ 2	37 ↗ 16
physical therapist san diego	11 ↗ 3	101 ↗ 23

Performance

3

**Keywords on Page
1 of Google**

1.5k

Total Links Built

1

**Current Top Rank
on Google**