

# seo case study

## Healthcare

### Campaign Information

**Industry:** Mental Health, Therapy

**Campaign Type:** Local

**Location:** Greenwich, CT

**Campaign Start Date:** 05/08/2020

**SEO Hours per Month:** 22

**Goal:** Increase website traffic and outrank their competitors.



### Strategy

To help our client increase their online visibility, we optimized their website by building target keywords into existing copy, writing new content for their new website pages, and updating the H1 tags throughout their site. We submitted their business information to 75 local listing companies, ensuring their information was correct and uniform across the web. While expanding our client's backlink portfolio, custom blog publications were implemented to solidify our client as an industry expert.

### Results

KEYWORD PHRASE	PAGE	RANK
ptsd counseling westport ct	4 ↗ 1	33 ↗ 9
intensive outpatient treatment center greenwich ct	3 ↗ 1	27 ↗ 3
intensive outpatient treatment center darien ct	3 ↗ 1	25 ↗ 3
intensive outpatient treatment clinic greenwich ct	3 ↗ 1	24 ↗ 4
anxiety disorder help ct	2 ↗ 1	15 ↗ 1

### Performance

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**Keywords on page 1 of Google**

1

**Current top keyword rank**

69%

**Increase in organic traffic quarter over quarter**