

# seo case study

## Sleep Apnea Therapy & Products

### Campaign Information

**Industry:** Healthcare, eCommerce —  
Sleep Apnea Products & Resources

**Campaign Type:** Local

**Location:** Temecula, CA

**Campaign Start Date:** 11/25/2020

**SEO Hours per Month:** 120

**Goal:** Build a strong local campaign to eventually support a national one



### Strategy

Robust research honed in on two solid keywords to start the campaign. Our teams worked to ensure we built on the authority and web presence our client had nurtured. This resulted in less fluctuation in Google rankings as we made changes. As onsite recommendations were implemented, first page rankings solidified. Within three months we had gone through another round of keyword research in which **new** keywords were chosen and optimized. Our client has had incredible success with their SEO. We're excited to continue improving their brand awareness and build toward a **national** campaign.

### Results

KEYWORD PHRASE	PAGE	RANK
cpap accessory re-supply los angeles ca	3 ↗ 1	28 ↗ 1
pap therapy machines supplier san diego ca	11 ↗ 1	101 ↗ 1
pap machines supplier los angeles ca	11 ↗ 1	101 ↗ 2
cpap supplies temecula ca	2 ↗ 1	13 ↗ 3
cpap accessories temecula ca	1 ↗ 1	7 ↗ 3

### Performance

22

Keywords on Page  
1 of Google

120

Keywords  
Tracked

1

Current Top Rank