

seo case study

Healthcare Manufacturing

Campaign Information

Industry: Manufacturing - Healthcare Manufacturing

Location: San Diego, CA

Campaign Start Date: 07/06/2017

SEO Hours per Month: 25

Campaign Type: National

Goal: Increase organic traffic to their site and be more recognized in the industry

Results

One of the first tasks we took on in implementing this SEO campaign was creating an onsite blog. We created custom content for the site that attracted Google's attention and showed that this site was a reliable and trustworthy source. This, along with other offsite tasks such as article engagement and offsite content marketing, saw great results as many keywords found themselves in the top 10 results of Google. Since many keywords were already in the top 10, we decided to expand their reach to other services they provide.

Performance

KEYWORD PHRASE	START	CURRENT
Lateral Flow Test Assembly Kitting bonita ca	101	1
Lateral Flow Test Assembly Product Kitting bonita ca	101	1



1475

Work items completed

#1

Current top rank

3

Keywords in Google's top 10

Top SEO Tasks

- 34 custom blog posts
- 560 links built
- 336 articles engaged
- 56 business directory submissions
- 113 bookmarking submissions