

# seo case study

## Medical

### Campaign Information

**Industry:** Chiropractor

**Location:** Florida

**Campaign Results:** 6 months

**SEO Hours per Month:** 50 hours

**Goal:** Increase organic search traffic for chiropractic procedures through content optimization.



### Strategy

The client wanted to increase organic search traffic for chiropractic procedures their business specializes in. We incorporated successful keywords into their website copy to help complete their goal. The new, keyword-specific copy was written and added to their chiropractic site alongside new service pages and optimization changes. After the copy had been approved and implemented, the next best step was to let Google crawl the site to see the new changes. By adding new custom content creation, their rankings significantly improved.

### Results

KEYWORD PHRASE	START RANK	CURRENT RANK
slip and fall accident rehab pompano beach fl	10	1 ↑
auto injury rehab miami gardens fl	5	1 ↑
accident chiropractor North Miami FL	13	1 ↑
car accident injury chiropractor North Miami FL	34	1 ↑

### Performance

48

keywords in the top 10 of Google

54

average increase in keyword rankings

513

total links built