

seo case study

Medical Equipment Repair

Campaign Information

Industry: Medical Equipment Repair —
Digital Imaging Technology

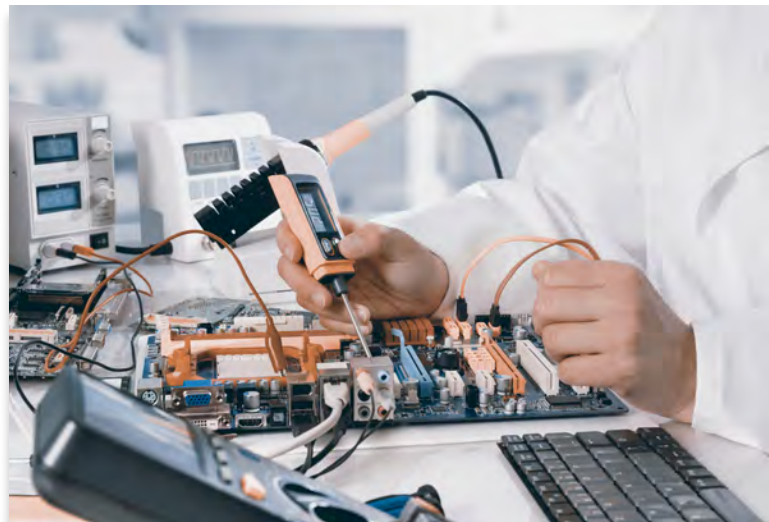
Campaign Type: Local

Location: Sugarland, TX

Campaign Start Date: 01/22/2018

SEO Hours per Month: 8

Goal: Begin ranking in a saturated market



Strategy

Our team began the SEO process by targeting keywords that were well supported by our client's current site. Our team put together a list of onsite optimizations to support the target keywords. After they were implemented, our team built a strong link portfolio, signaling to Google that the site is authoritative, active, and relevant. This work proved beneficial as five of our client's keywords hit the top of the Search Engine Results Page (SERP) on Google. Building on this momentum, we completed new research and immediately gained traction with **new** keywords.

Results

KEYWORD PHRASE	PAGE	RANK
digital x ray machine sugarland tx	1 ↗ 1	2 ↗ 1
x ray machines houston tx	1 ↗ 1	2 ↗ 1
x ray machine services austin tx	1 ↗ 1	101 ↗ 1
digital radiography system sugarland tx	11 ↗ 1	5 ↗ 1
x ray machine austin tx	11 ↗ 1	101 ↗ 2

Performance

5

**Keywords on Page
1 of Google**

1

**Current Top Rank
on Google**

1000+

**SEO Tasks
Completed**