

seo case study

Orthotics and Prosthetics

Campaign Information

Industry: Orthotics and Prosthetics

Location: Winston Salem, NC

Campaign Start Date: 08/26/2019

SEO Hours per Month: 16

Campaign Type: Local

Goal: Gain more organic traffic for specific procedures

Results

The client wanted to increase their organic search traffic for specific surgical procedures their company specializes in. Our website analysis informed our first round of keywords that were found prominent in their dedicated pages on their website. This allowed for swift rank improvements which then allowed our team to focus on building a strong link portfolio. Now that two rounds of keywords have stabilized and because of the niche nature of the business, the client wants to target a wider area to bring in more potential customers.

Performance

KEYWORD PHRASE	START	CURRENT
upper extremity prosthetics greensboro nc	101	2
spinal orthotic devices greensboro nc	101	2
upper extremity prosthetic devices winston salem nc	101	3
upper extremity prosthetic devices greensboro nc	101	3
spinal orthotics durham nc	101	4



16

Keyword rankings improved

#2

Current top rank

15

Keywords in Google's top 10

Top SEO Tasks

- 84 custom blog posts
- 168 links built
- 429 total work items completed
- 64 articles engaged