

seo case study

Medical Practice

Campaign Information

Industry: Cosmetic Podiatry

Location: Oak Park, IL

Campaign Start Date: 08/16/2018

SEO Hours per Month: 40

Campaign Type: Local

Goal: Rank for targeted keywords in Chicago and increase organic traffic.



Strategy

When we first started working on our client's SEO, they were ranking quite well in their physical location of Oak Park, IL. Branching into Chicago, we made crucial onsite optimizations to grab Google's attention and improve rankings. We heavily focused on custom content creation, including implementation of an onsite blog, and link building. Because there is a limited amount of doctors who perform the cosmetic surgeries our client offers and people are willing to travel to have surgery, our client has increased their budget from 20 to 40 hours to focus on national keywords.

Results

KEYWORD PHRASE	PAGE	RANK
cosmetic toe surgery chicago il	11 ↗ 1	101 ↗ 1
toe shortening surgery wheaton il	11 ↗ 1	101 ↗ 1
long toe shortening surgery wheaton il	11 ↗ 1	101 ↗ 1
hammer toe surgery chicago il	11 ↗ 1	101 ↗ 2
toe straightening surgery wheaton il	11 ↗ 1	101 ↗ 7

Performance

14

Keywords on page
1 of Google

5

Avg Rankings for
All Keywords

436

Links Built to Date