

seo case study

Medical Practice

Campaign Information

Industry: Medical Practice — Pediatrics

Location: Norton Shores, MI

Campaign Start Date: 06/01/2017

SEO Hours per Month: 12

Campaign Type: Local

Goal: Rank for targeted keywords in immediate and surrounding areas.



Strategy

Our team researched several poignant and easy to rank keywords that were incorporated into the campaign. New, keyword specific copy was written and added to the site alongside new service pages, menu drop downs, and other optimization changes. After just over a month, the client was ranking well in all of their chosen keywords so a plan was put in place to increase the client's reach, add new services, and start tracking additional, relevant keywords.

Results

KEYWORD PHRASE	PAGE	RANK
sport physical services grand haven mi	11 ↗ 1	101 ↗ 1
pediatric center grand haven mi	5 ↗ 1	43 ↗ 1
child flu vaccinations muskegon mi	2 ↗ 1	21 ↗ 2
pediatric doctors spring lake mi	1 ↗ 1	9 ↗ 6
newborn care muskegon mi	11 ↗ 1	101 ↗ 1

Performance

24

**Keywords on page
1 of Google**

3

**Avg Rankings for
All Keywords**

1

**Current Top Rank on
Google**