

seo case study

Online Education

Campaign Information

Industry: Education — Online
Biomedical Equipment Technology

Location: San Antonio, Texas

Campaign Start Date: 04/13/2016

SEO Hours per Month: 5

Campaign Type: National

Goal: Start ranking nationally for online courses



Strategy

To improve our client's ranking, we focused on cleaning up metadata and H1 tags on their website. As work continued, our focus switched from onsite optimizations to front-end copy creation, keyword integration, and link building to build authority and relevance in the desired fields. Several rounds of keywords found success with 19 keywords on page one with several more steadily climbing!

Results

KEYWORD PHRASE	PAGE	RANK
biomedical technology school	11 ↗ 1	101 ↗ 1
online biomedical technology school	11 ↗ 1	101 ↗ 1
biomedical equipment technology degree online	11 ↗ 1	101 ↗ 1
biomedical training degree	11 ↗ 1	101 ↗ 1
biomedical training degree online	11 ↗ 1	101 ↗ 1

Performance

19

**Keywords on Page
1 of Google**

1

**Current Top Rank
on Google**

1

**Avg Rank for All
Keywords**