

# seo case study

## Optometry

### Campaign Information

**Industry:** Optometry Clinic

**Location:** Pueblo, CO

**Campaign Start Date:** 03/24/2017

**SEO Hours per Month:** 8

**Campaign Type:** Local

**Goal:** Dramatic boost in Google rankings.



### Strategy

A site speed audit revealed that the site was running slower than average. We started by optimizing the site for faster load times and a better customer experience. Our team added new content containing the target keywords to the service page to cement online authority. After just a few months of our SEO efforts, our client placed on the first page for several main and halo keywords.

### Results

KEYWORD PHRASE	PAGE	RANK
optical product repairs pueblo co	10+ ↗ 1	100+ ↗ 1
eye care treatments pueblo co	2 ↗ 1	19 ↗ 1
optical product service pueblo co	10+ ↗ 1	100+ ↗ 1
services for optics pueblo co	10+ ↗ 1	100+ ↗ 1
repairs for optics pueblo co	10+ ↗ 1	100+ ↗ 1

### Performance

6.7

**Avg Page Increase  
for Keywords**

97%

**Avg Increase of  
Keyword Ranks**

10

**Keywords on page 1  
of Google**