

seo case study

Cosmetic Surgery

Campaign Information

Industry: Plastic Surgery, Cosmetic Surgery

Location: Rochester Hills, MI

Campaign Start Date: 02/15/2018

SEO Hours per Month: 20

Campaign Type: Local

Goal: Increase organic rankings, local traffic, and overall business

Results

Our team set out first to build authority for the client, creating custom blog posts and recommending alterations to existing onsite content to more clearly and effectively communicate the keywords that were being targeted. Our team also focused on alterations to the web pages to decrease page speed, all things that Google scans as it assigns website rankings. As these changes were implemented and more of the client's work was published and engaged with, the keywords began seeing dramatic improvement. With a robust backlink portfolio and a strong foundation, new keywords continue to see similar results.



9

Keyword rankings improved

#1

Current top rank

22

Keywords in Google's top 10

Performance

KEYWORD PHRASE	START	CURRENT
plastic surgery rochester mi	1	1
cellfina rochester mi	1	1
liposuction rochester mi	5	3
breast augmentation procedure troy mi	101	3
breast augmentation troy mi	101	6

Top SEO Tasks

- 93 custom blog posts
- 493 links built
- 88 bookmarking submissions
- 107 business directory submissions
- 1296 work items completed