

# seo case study

## Cosmetic Surgery

### Campaign Information

Industry: Plastic Surgery, Cosmetic Surgery

Location: Cincinnati, OH

Campaign Start Date: 07/20/2018

SEO Hours per Month: 51

Campaign Type: Local

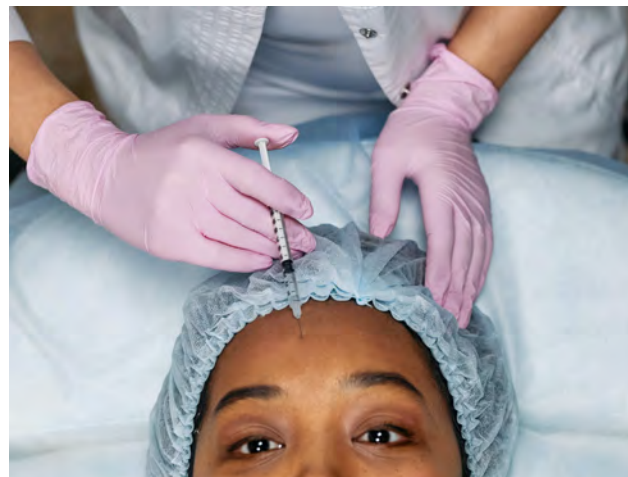
Goal: Rank in the top 10 for all related categories

### Results

At the beginning of this client's SEO campaign, they were already dominating in the physical location of their business, so we originally started by focusing on targeting the surrounding cities. This would expand the online reach of the client and bring in more customers from other areas. The majority of work to improve keyword rankings came from custom content publications that included said keywords. Now, with 39 keywords in the top 10, organic traffic has been increasing yearly, with about a 13.5% increase year-over-year. Going forward, we are working with the client to target more keywords and more areas to continue this trend of consistent growth.

### Performance

KEYWORD PHRASE	START	CURRENT
tummy tuck lawrenceburg in	101	1
face lift hyde park oh	101	1
botox services cincinnati oh	101	1
breast augmentation lawrenceburg in	101	2
tummy tuck springboro oh	101	2



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Keyword rankings improved

#1

Current top rank

39

Keywords in Google's top 10

### Top SEO Tasks

- 122 custom blog posts
- 630 links built
- 71 business directory submissions
- 58 local listings
- 139 website bookmarks