

seo case study

Neurofeedback

Campaign Information

Industry: Psychology Counseling, Neurofeedback

Location: Louisville, KY

Campaign Start Date: 03/13/2021

SEO Hours per Month: 16

Campaign Type: Local

Goal: Increase online visibility to potential customers

Results

In order to build relevance in our client's industry, our team recommended starting a blog on the customer's site with consistent publication dates in order to build more relevance and trust with Google. By providing this custom content and fixing broken links, the client saw an impressive increase in keyword rankings. To continue this success in the future, our team will revise onsite copy and create more backlinks, showing Google that this client gives searchers exactly what they are looking for.

Performance

KEYWORD PHRASE	START	CURRENT
natural anxiety and depression treatment louisville ky	23	1
depression louisville ky	45	2
depression treatment louisville ky	36	2
adhd treatment Jefferson City KY	101	5
in home autism treatment Jefferson City KY	101	8



15

Keyword rankings improved

#1

Current top rank

10

Keywords in Google's top 10

Top SEO Tasks

- 36 business directory submissions
- 144 links built
- Onsite Optimizations