

# SEO Success

A cosmetic dentistry clinic offering dental services to the patients



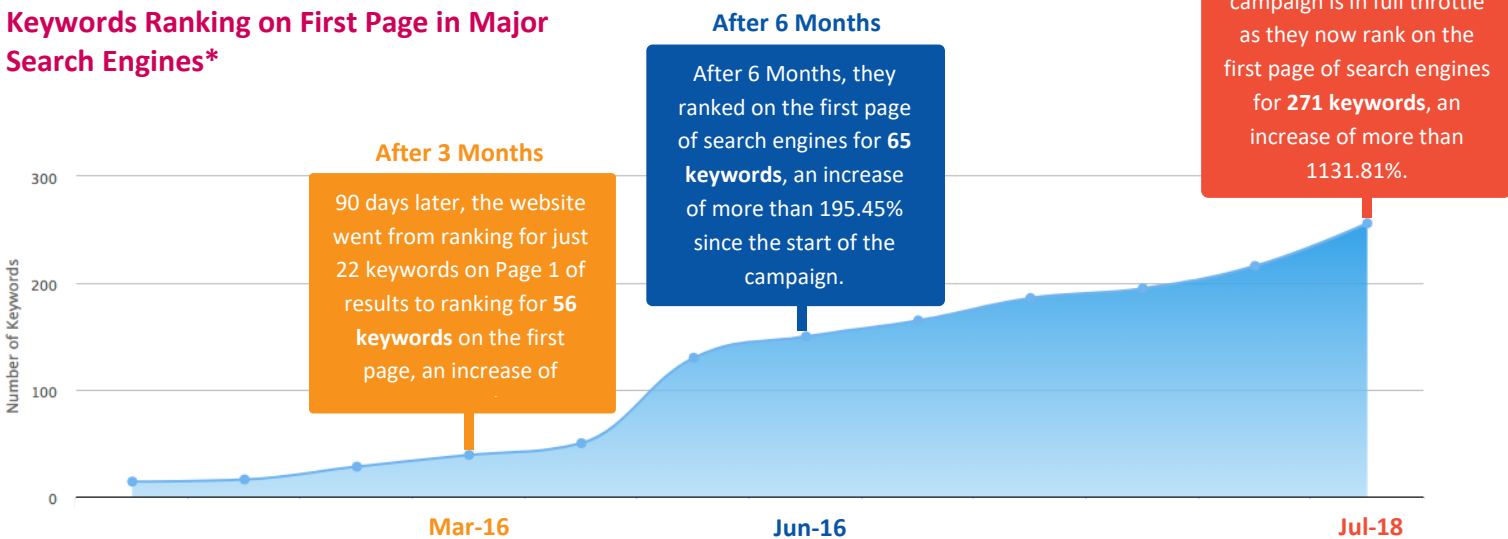
## Before SEO

They approached us in December 2015 with some online presence. They wanted to improve their online presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed up with our SEO services, they had just 22 keywords ranking on the first page of major search engines.

## Our Approach

- We identified how potential customers were searching through extensive keyword research.
- We designed and implemented an SEO campaign that included on-page and off-page optimization around their targeted keyword terms.
- We ensured that all names, addresses, and phone numbers were correct, complete and consistent across key sites, including top tier directories such as Google My Business and Bing Local.
- We developed and distributed SEO friendly content on relevant websites.
- We created and distributed videos about the business.

## Keywords Ranking on First Page in Major Search Engines\*



## Google Analytics data

**11.28%**

Increase in Overall Website Traffic. 3,316 Overall visits received in the last six months.

**8.11%**

Growth in Google Organic Sessions. 2,053 Organic visits received in last six months.

\*Major Search Engines defined as Google and Bing