seo case study

Cosmetic Dentistry

Campaign Information

Industry: Dentistry

Location: New York City, NY

Campaign Start Date: 06/16/2020

SEO Hours per Month: 60

Campaign Type: National

Goal: Increase enrollment in their online teeth whitening training courses

Results

To rank our client nationally, we focused heavily on content creation and link building. An onsite blog was implemented to build authority and additional copy was written to differentiate our client from their competition. As our client provides in-person training for the Tri-state area, we also targeted several local keywords to bring in regional traffic. In just 5 months, we got 34 keywords on the first page of Google. Now that we have a variety of keywords on page one for their training courses, we will focus on new keywords that will attract customers interested in their signature teeth whitening kits.

50 Keyword rankings improved

#1 Current top rank

32 Keywords in Google's top 10

Performance

KEYWORD PHRASE	START	CURRENT
Online teeth whitening training	101	1
Online teeth whitening training course	101	1
Online teeth whitening certification	101	1
Online teeth whitening certification course	98	1
Teeth whitening training ct	101	1

Top SEO Tasks

- 70 custom blog posts
- 156 links built
- 14 bookmarking submissions