

# seo case study

## Animal Hospital

### Campaign Information

**Industry:** Clinical Pet Services — Hospital, Spay & Neuter

**Location:** Culver City, CA

**Campaign Start Date:** 07/25/2019

**SEO Hours per Month:** 25

**Campaign Type:** Local

**Goal:** Begin ranking in the greater Los Angeles area



### Strategy

Our work began with re-writing on-site copy while new pages were being created. Load times for the site were decreased with website optimization and authority was built through keyword-rich content. In less than 6 months, 8 main and halo keywords gained page one recognition. Blog posts and link building continue to solidify their search engine rankings.

### Results

KEYWORD PHRASE	PAGE	RANK
pet spaying edmonton	1 ↗ 1	10 ↗ 3
spaying edmonton	2 ↗ 1	11 ↗ 6
neutering edmonton	2 ↗ 1	12 ↗ 9
tplo surgery edmonton	11 ↗ 2	101 ↗ 14
pet vaccines edmonton	11 ↗ 4	101 ↗ 38

### Performance

4.2

**Avg Page Increase  
for Keywords**

37

**Avg Increase of  
Keyword Ranks**

3

**Keywords on page 1  
of Google**