

# seo case study

## Dental Clinic



### Campaign Information

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Industry: Dentistry

Location: Naples, FL

Campaign Start Date: 11/29/2017

SEO Hours per Month: 20

Campaign Type: Local

Goal: Expand online reach to cities over 28 miles away.



### Results

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We started their campaign by solidifying the company's authority in their physical location and expanding their online reach to cities in a 14-mile radius. During the website audit, we targeted several ways we could improve the user experience. Our team broke out individual service pages to prove their authority and relevance and geo-focused target pages to draw in specific clientele in the selected areas.

22

Keyword rankings improved

#1

Current top rank

21

Keywords in Google's organic top 10

### Performance

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KEYWORD PHRASE	START	CURRENT
laser periodontal treatment bonita springs fl	28	1
periodontal disease treatment bonita springs fl	34	1
periodontal dentistry bonita springs fl	34	1
pinhole gum rejuvenation naples fl	101	1
pinhole gum treatment naples fl	101	2

### Top SEO Tasks

- 81 custom blog posts
- 607 links built
- 180 bookmarking submissions
- 45 business directory submissions
- 299 offsite articles engaged