

# seo case study

## Orthodontics



### Campaign Information

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Industry: Dentistry, Orthodontics

Location: Richmond, VA

Campaign Start Date: 01/07/2020

SEO Hours per Month: 60

Campaign Type: Local

Goal: Provide info to prospective & existing patients and gather lead information through form fills

### Results

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In a competitive field such as dentistry, it is always important to focus on dominating one's own physical location before branching out to other areas. To do so, our team set out to make the client's website a trusted and authoritative source in their industry. Through the creation of an extensive and impressive backlinking portfolio, along with submissions to business directories, the client started to see great success as many of their chosen keywords reached the top 10 search results within a few months. Not only that, but the work put into this client's SEO has resulted in many of these keywords remaining in the top 10 for over a year, and we will continue our efforts in maintaining this trend into the future.



62

Keyword rankings improved

#1

Current top rank

24

Keywords in Google's top 10

### Performance

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KEYWORD PHRASE	START	CURRENT
orthodontic treatment for kids richmond va	13	1
orthodontics richmond va	14	3
braces treatment richmond va	22	3
orthodontic treatment mechanicsville va	101	8
braces treatment bon air va	101	9

### Top SEO Tasks

- 81 custom blog posts
- 194 links built
- 41 bookmarking submissions
- 34 business directory submissions