

# SEO CASE STUDY

## FAMILY EYE CARE SERVICES

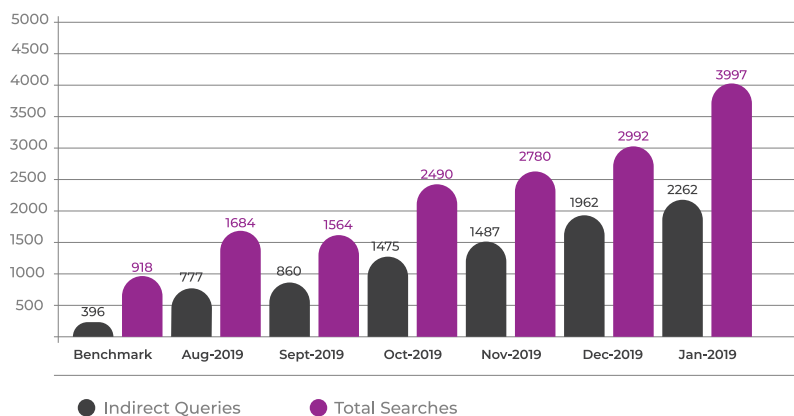
### Prior to SEO

The client approached us in September 2019 with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services, they had just one keyword ranking on the first page of major search engines.

## SEO APPROACH

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.

Google My Business



Google Analytics Data - Organic Traffic



## Keywords Ranking on First Page in Major Search Engines

### BENCHMARK

July 2019



**2 Keywords**

Were ranking on First Page.

### AFTER 60 DAYS

September 2019



**4 Keywords**

Now rank on the First Page.

### AFTER 90 DAYS

October 2019



**11 Keywords**

An additional 7 keywords achieved First Page rankings.

### BY FEBRUARY 2020

February 2020



**15 Keywords**

The momentum of the campaign is in full swing. First Page rankings.