

SEO CASE STUDY

EYE CARE SERVICES

Prior to SEO

The client approached us in July 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 two keywords ranking on the first page of major search engines.

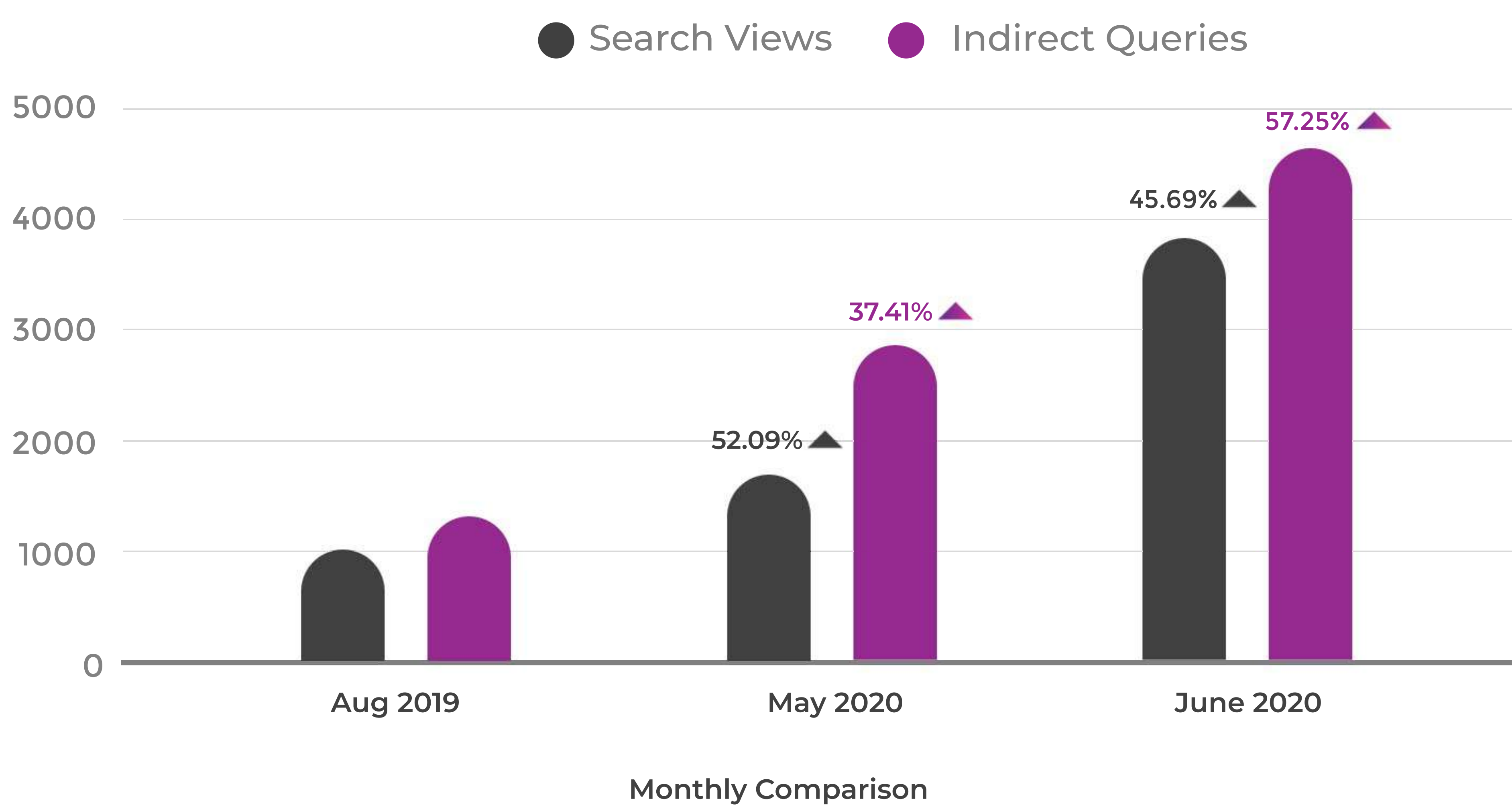


SEO APPROACH

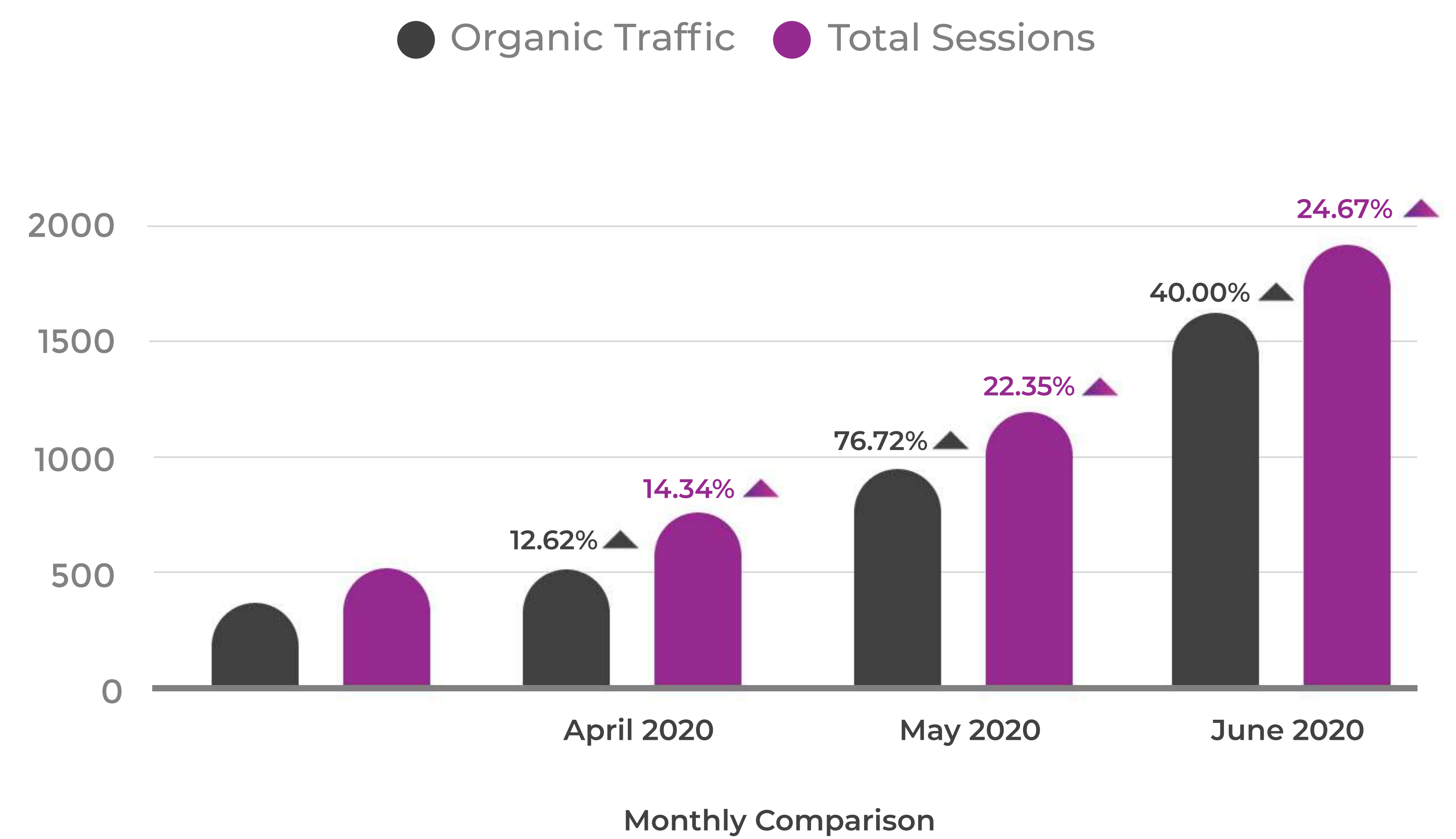
- We identified how potential customers were searching through extensive **keyword research**.

- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.

Google My Business



Google Analytics Insights



Keywords Ranking on First Page in Major Search Engines

BENCHMARK

August 2019



2 Targeted keyword

Were Ranking on Page 1.

BY JUNE 2020

June 2020



8 keywords

Now rank on the first page of search engines.