

SEO CASE STUDY

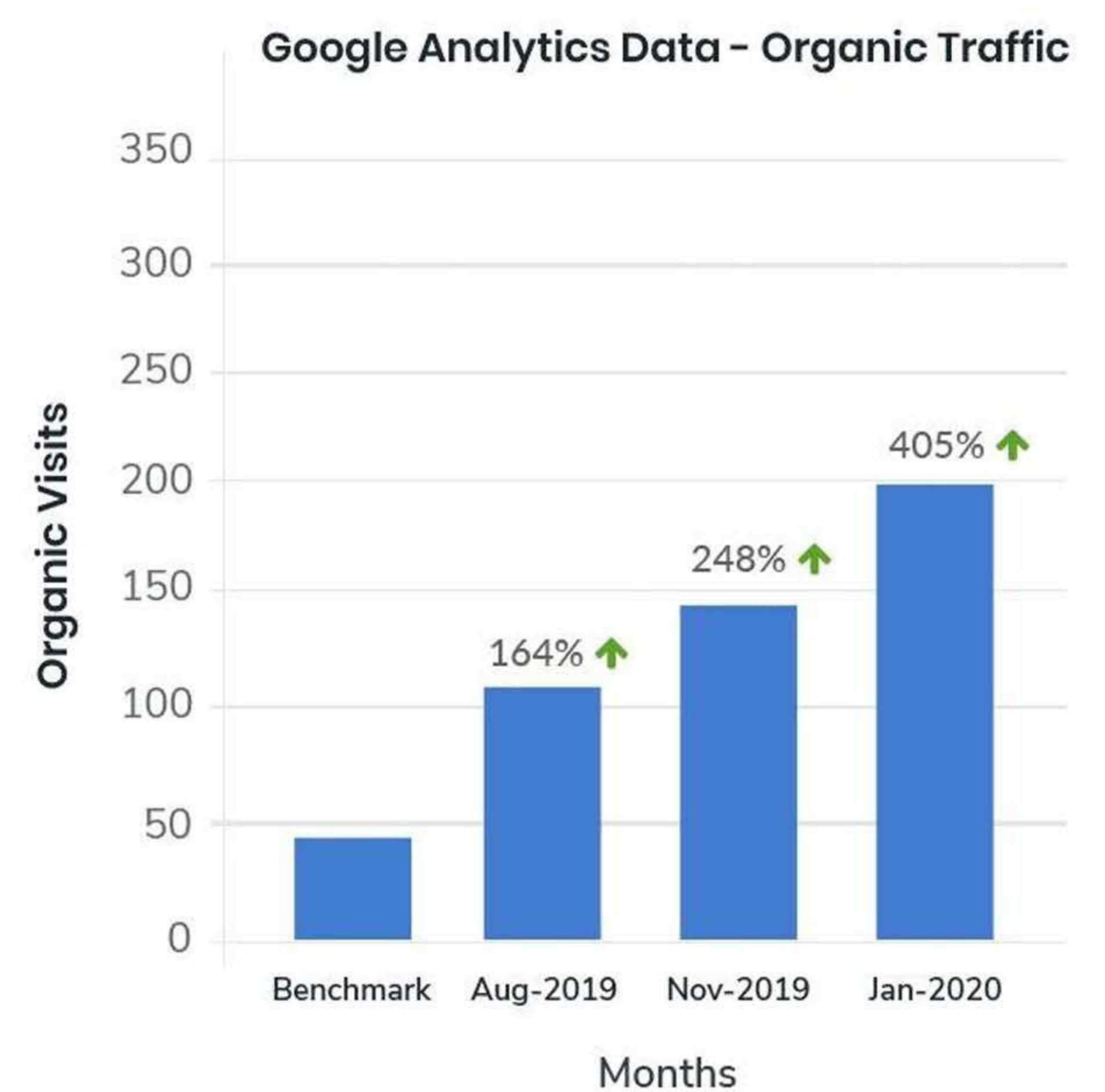
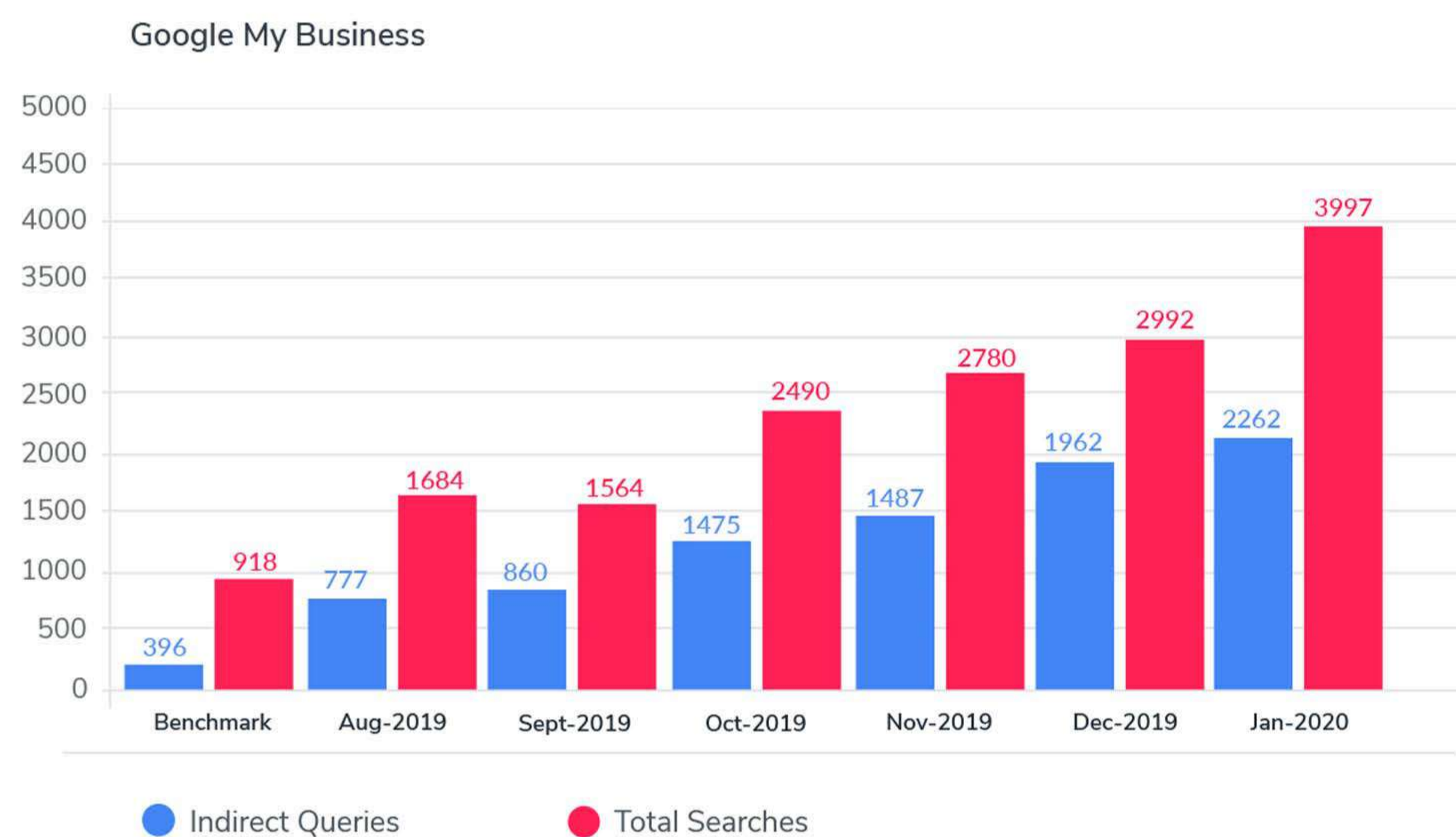
FAMILY EYE CARE SERVICES

Prior to SEO

The client approached us in July 2019. 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.



Keywords Ranking on First Page in Major Search Engines

BENCHMARK

July 2019

2 targeted keywords

were ranking on First Page.

AFTER 60 DAYS

September 2019

4 keywords

now rank on the First Page.

AFTER 90 DAYS

October 2019

An additional 7 keywords achieved First Page rankings, for a total **11 keywords**.

BY FEBRUARY 2020

February 2020

The momentum of the campaign is in full swing. They now rank for **15 keywords** on Page 1.

Higher rankings, improved visibility and compelling content to drive traffic and business online and on mobile.