

BENCHMARK → AFTER 60 DAYS → AFTER 90 DAYS → AFTER 180 DAYS

**2** KEYWORDS RANKING ON FIRST PAGE

**4** KEYWORDS NOW RANK ON THE FIRST PAGE

**11** AN ADDITIONAL 7 KEYWORDS ACHIEVED FIRST PAGE RANKINGS.

**15** THE MOMENTUM OF THE CAMPAIGN IS IN FULL SWING. FIRST PAGE RANKINGS.

# FAMILY EYE CARE

NEW JERSEY

# SEO STRATEGY

## 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.

## OUR APPROACH

WE IDENTIFIED HOW POTENTIAL CUSTOMERS WERE SEARCHING THROUGH EXTENSIVE KEYWORD RESEARCH.

WE DESIGNED AND & IMPLEMENTED AN SEO CAMPAIGN THAT INCLUDED ON-PAGE AND OFF-PAGE OPTIMIZATION AROUND THEIR TARGETED KEYWORD TERMS.