

SEO CASE STUDY

**1650% Increase
in Ranking**

**23 out of 26 reached
top 3 in Local Raking**

**20 out of 26 reached
1st page Ranking**



DR. MICHAEL B. GUESS
Creating Extraordinary Smiles
EDHORTHODONTIST.COM

SEOGAME



551.456.9870
mark@seogame.com

CLIENT

Dr. Michael B. Guess

893 Embarcadero Suites 101 & 102

El Dorado Hills, CA 95762

916-933-0123 drmguess@sbcglobal.net

BUSINESS OF THE CLIENT

Dr. Guess is the best orthodontist serving El Dorado Hills since 1989.

His motto is to create extraordinary smiles for his clients.

Backed by a team of RDA's & state of the art technology, the quality and dedication surpasses all others.

OBJECTIVE

Dr. Guess hired SEOGAME to increase the online visibility of their website for the purpose of increasing the awareness, gaining authority online and boost number of query by prospects.

Increase
Awareness

New Clients

Return on
Investment

PROFESSIONAL OPINION

Our focus will be to find a sweet spot between local SEO* and regular SEO* as most of their target audience's search query will feature a local pack*. As strategy for both type of SEO requires different strategy, our team need to find out the right combination, to minimize cost to client and increase ROI.

CHALLENGE

Targeted keywords are very competitive to rank, and there are many dental clinics in the targeted location vying for the same.

Moreover, the local business pack take up a lot of space for the targeted keywords.

The services offered are highly advertised in Google Adword too and have decent volume of searches.

COMPITETOR

Competitors include both business websites, social media pages and listing sites like : Yelp, Dr. Datwyler, Lyons, Hoybjerg Family, JK Ortho, Dr. Lucas, Jeffrey Kwong, FB page of many clinics, etc.

Most of the competitors are investing heavily on both SEO and Adwords, which makes it an uphill task.

SEO

SEO or Search Engine Optimization is the process to optimize a website for targeted search query made in top search engines like Google, Bing, etc.

SEOGAME uses the latest ethical Dental SEO practices to rank edhorthodontics.com for their relevant search query (Keywords).

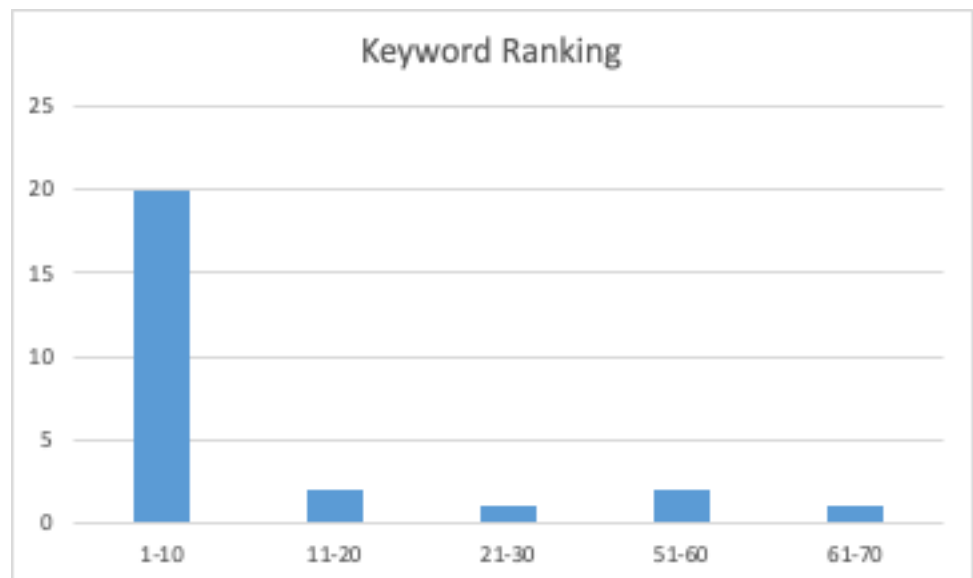
OUR PROCESS

- 1 Conduct a comprehensive keyword research
- 2 Competitive landscape mapping
- 3 Onpage Technical & Content Audit
- 4 Optimize content to target relevant keywords
- 5 Ask for online reviews to improve review rating
- 6 Create and distribute content like infographics*, ppts, posts and did ethical link building.
- 7 Create citations and regularly update Google My Business
- 8 22 out of 26 Keywords got 1st page ranking from 8th page+ in just 2 months time. 23 out of 26 keywords reach top 3 local pack ranking from 10⁺ position

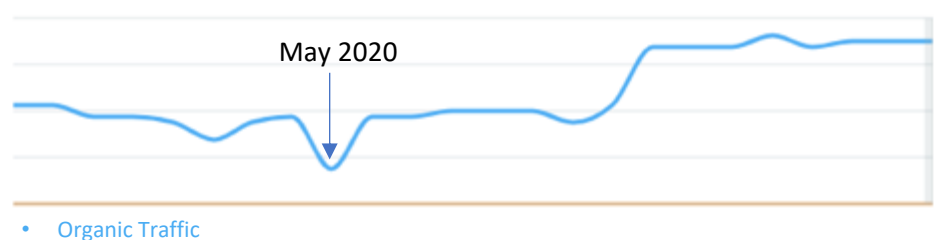
OUTCOME

After just 2 months of web promotion and SEO, the client reported the following results :

- Average SERP* Ranking Rise : 664 positions
 - Average Local SEO* Rise : 122 positions
- 20 out of 26 keywords moved to 1st page from 8+ pages.
23 out of 26 keywords moved to 1st 3 results in Local pack of Google



A sharp rise in organic traffic is observed post SEO campaign.



KEYWORD RANK

Keywords	8/11/20	Difference	Start Position
best dentist el dorado hills	56	27	83
best orthodontist near me	10	72	82
braces el dorado hills	5	13	18
braces el dorado hills ca	3	15	18
cheap orthodontist near me	5	95	100
children orthodontist	9	91	100
childrens dentist el dorado hills	20	55	75
dentist el dorado hills ca	65	6	71
dentist orthodontist	5	95	100
el dorado dental	24	65	89
el dorado hills dentist	56	13	69
el dorado hills teeth whitening	9	78	87
invisalign el dorado hills	5	13	18
invisalign el dorado hills ca	4	15	19
kids orthodontist	18	82	100
orthodontist	2	98	100
orthodontist el dorado hills	4	8	12
orthodontist el dorado hills ca	5	8	13
orthodontics	5	96	101
orthodontics el dorado hills	4	7	11
orthodontics el dorado hills ca	5	8	13
orthodontist el dorado county	5	19	24
orthodontist el dorado hills	4	8	12
orthodontist el dorado hills ca	5	8	13
orthodontist near me	6	32	38
pediatric orthodontist	3	97	100

Figure : Ranking in Regular SEO Listing*

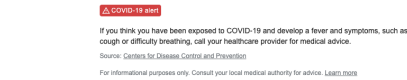
Total Keywords : 26

Keywords in 1st Page : 20

KEY TAKEAWAY

Understanding client's need and creating a strategy based on that is the key factor.

Here we at SEOGAME observed that a 2 pronged approach of both Regular SEO* and Local SEO* is needed to get the desired result for the client.



Words	Meaning
LOCAL SEO	SEO for Local Pack
REGULAR SEO	SEO for regular SERP results
SERP	Search Engine Result Page
RDA	Registered Dental Assistant
Local Pack	Portion of Search result page showing local results
Adword	Google ad exchange for advertising in search result page
Result Page	Search engine page showing result after a query
Keyword	Words used in a search query made by an user
Infographics	Creatives or Visual Images which imparts information of a topic
ROI	Return on Investment