

SEO CASE STUDY

This SEO report is from a medical facility that wishes to remain anonymous.



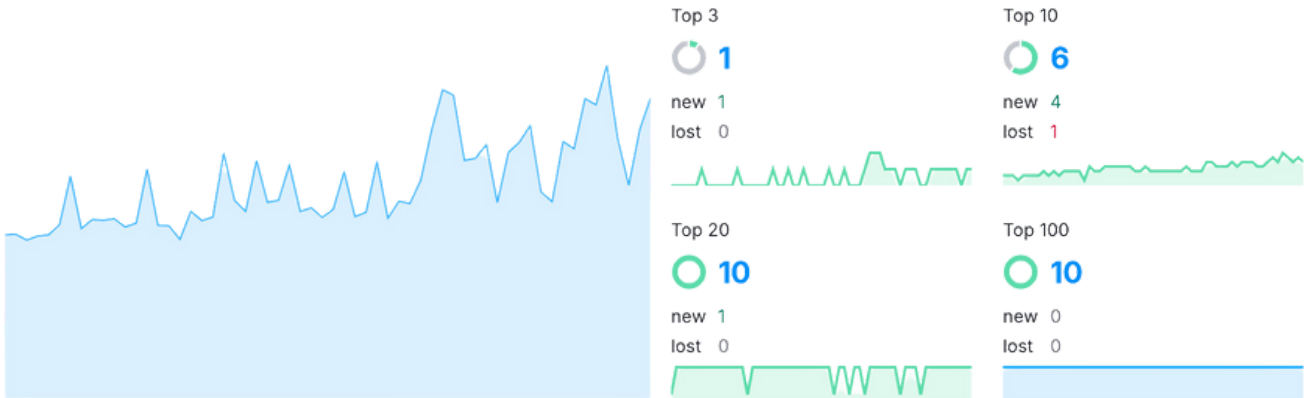
UPPER HAND
M A R K E T I N G

SEO PERFORMANCE REPORT

In this campaign, 10 keywords were identified and targeted to start ranking for. What you see are the results and positions for these keywords on Google over a 6 month to 1 year period.

Visibility ⓘ (Market Share)

10.41% +4.74%



6-months results

Top Keywords ⓘ

Keywords	Position
spine pain ⓘ	4 3
spine pain ⓘ	6 5
ⓘ back pain	7 14
pain management ⓘ	8 54
pain management ⓘ	8 28
spine doctor ⓘ	11 4

1-year results

Top Keywords ⓘ

Keywords	Position
pain management ⓘ	3 9
spine pain ⓘ	4 3
spine pain ⓘ	6 1
spine clinic ⓘ	8 5
ⓘ back pain	9 2
spine doctor ⓘ	9 3

Organic traffic increase since working together



MAXIMIZING MARKET VISIBILITY

BACKLINK BUILDING

Attaining high-quality backlinks is one of the driving factors for a performance and traffic increase month over month. We push your story to reputable news outlets, and will take advantage of any local events and organizations to participate in. Local opportunities include but are not limited to:

- Local publications
- Podcasts/radio shows
- Online business articles
- Chamber of commerce

ON-PAGE SEO

When you partner with Upper Hand, an initial SEO audit of your website will be conducted to identify areas for improvement. Usually, optimizing your on-page practices is step one in the process of bettering your online presence and website health. On-page SEO consists of many aspects, including but not limited to:

- Title tags
- Meta descriptions
- Header Tags
- URL structure
- Mobile capability
- Keyword optimization

GOOGLE PAGE OPTIMIZATION

If your business has a physical location, your Google My Business page health is essential for generating more traffic. Not only will a healthy Google My Business page increase the likelihood of attaining inbound leads, it will also vastly improve your website health. You can expect the following services with this type of SEO:

- Reputation Management
- Content management and optimization
- CTA optimization

CONTENT QUALITY AND RELEVANCE

Create valuable, informative, and engaging content that addresses the needs of your audience. High-quality content that answers common questions or provides useful information is more likely to rank well and attract traffic. Consistent blog updates, guides, and articles related to your niche will help improve your authority.

Content relevance includes but is not limited to:

- Updates on trends in your industry
- Blog posts on pressing topics that are being searched
- Social media content that connects with blog posts

Let's Chat!

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