

SEO CASE STUDY

FAMILY EYE CARE



When our family eye care client found that running their SEO stole time from running their business, they turned to Growth Squad to improve their organic rankings to avoid costly pay-per-click advertising and temporary results.

PRIOR TO SEO

The client approached our team in July 2019 with a very small online footprint. They wanted to improve their local presence by increasing organic rankings and traffic to their website to increase clientele. At the time of our initial discovery call, they only had two keywords ranking on the first page of major search engines.

THE CHALLENGE

Our client had been approached by other agencies claiming that high-spend digital advertising was the only fix to all their local ranking problems. With a tight budget, the client needed to find ways to rank organically without decimating their bank account. An under optimized site with poor load speeds and minimal content targeting the wrong keywords meant an SEO strategy overhaul was necessary.

THE BENCHMARK:



JULY 2019
2 Keywords
Ranking on First Page

OUR APPROACH

After extensive keyword research we discovered how potential customers were searching and the services they wanted most. On-page and off-page optimization strategies helped drag additional keywords out of the dregs of page three and four standings. Collaboration with our client, creation of meaningful content that appealed to their customer, SEO best practices, and streamlined hosting all helped to lay the foundations for a successful long-term campaign.



KEYWORD RESEARCH

Correcting the targeted keywords was the first hurdle of the campaign.



STREAMLINED HOSTING

Page load times for desktop and mobile decreased through improved server-side optimization.



CONTENT + BEST PRACTICES

A formula for success grew from on and off-page optimization combined with rewritten content.



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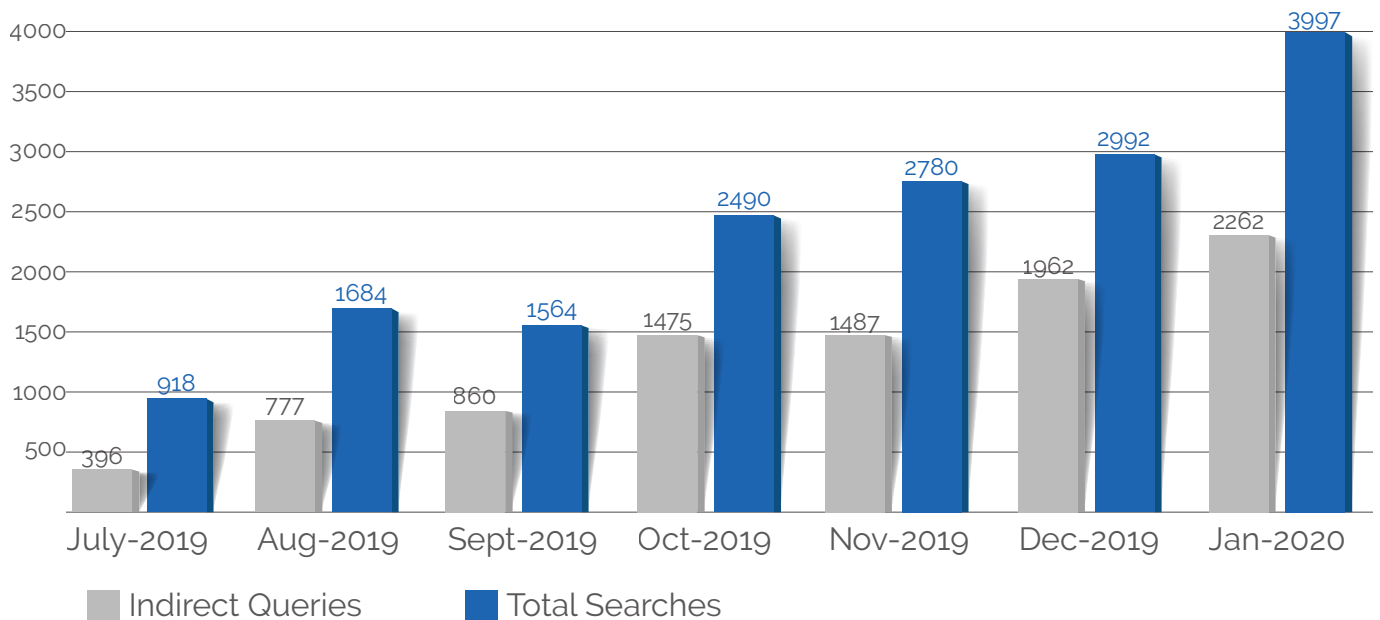
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THE RESULTS

Once a benchmark for KPIs was established, our team unleashed a deliberate and focused SEO strategy. In July 2019, only 2 keywords were ranking on the first page of results. Three months later, 11 total keywords achieved first page rankings. **Organic traffic over the span of five months increased by over 400%.** As a result, the client saw significant customer growth and engagement.

GOOGLE MY BUSINESS



KEYWORD RANKING ON FIRST PAGE IN MAJOR SEARCH ENGINES

