

How this US-based Dental Website Quadrupled its Organic traffic in 4 months flat



What was the challenge?

Our client is U.S. based Dentist aggregator. With the huge spike in the smartphone and Internet penetration, online healthcare has grown by leaps and bounds in the last few years. This has triggered a huge competition in the global healthcare market.

Our client was facing a similar tough competition with its traffic down by almost half in the last 4 months.

It was after this fall when the client approached us to help arrest this slide and get the traffic back up.

SEO Benchmarking

We started first with benchmarking the key SEO parameters so as to have a baseline that can be compared with the subsequent month's data. The baseline was taken in July 2019.

Parameters	Before SEO
Total Monthly Traffic	1748
Total Ranking Keywords	928
Total ranking keywords	1.1k
Organic Impressions	71.2k
Keyword: Top 3 positions	152

Steps taken for Optimizing SEO -

1) On-Page SEO -

We worked on the following activities for fixing On-Page website issues.

(i) Content -

The content of the website plays the most important part in helping the website rank within the top search results. For improving the content we did the following things from SEO perspective -

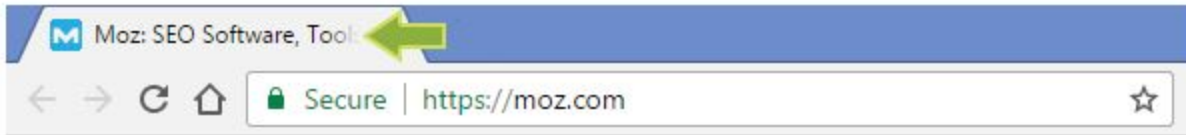
- Created a **Testimonial** section where patients have mentioned how they got benefit out of the service offered by our client.
- Made an **FAQ** page comprising answers to the frequently asked queries of the customers/patients.
- Created a separate Dentists section where details of the various dentists associated with our clients are mentioned.

(ii) Title tag -

Title tags are displayed on a search engine results page (SERPs) as the clickable headline for a given result. They are hugely important from the SEO perspective.

We followed the following steps to optimize the meta titles -

- Keeping the title length under 70 characters and less than 600 pixels in size which allows to fully display the titles on the top of each page.
- Creating a unique title for each webpage which helps search engines understand that the content is unique and valuable driving higher click-through rates.



(Arrow pointing to the title tag)

(iii) Meta description -

Meta description provides a description of what the page is about and are displayed in the SERPs underneath the title of the page.

We optimized the meta description of the website by including the most relevant information for the visitors. We kept the description below 165 characters that helps to avoid the truncation of meta description in the SERPs.



(iv) Keyword optimization -

We first created a list of 1000+ keywords that our client's site was ranking on. Then we identified the keywords which were having a high volume, low competition, and high conversion rates.

Using this criterion we finalized the 16 keywords and went ahead and optimized them using backlinks with these keywords as the anchor text. (text with a clickable link)

KEYWORD ANALYSIS

1. Current Ranking Keywords

Firstly we check for current ranking positions of the organic keywords (Ahref Tool).

2. Desired Keywords

Then, we make a list of desired/targeted keywords as per product and client suggestions.

3. Low Difficulty & High Volume Keywords

Then, we make a list of low competition and high search volume keywords.



4. Finalised List of Suggested Keywords

Then, we combine and recommend the best of the keywords from these lists to meet our goals.

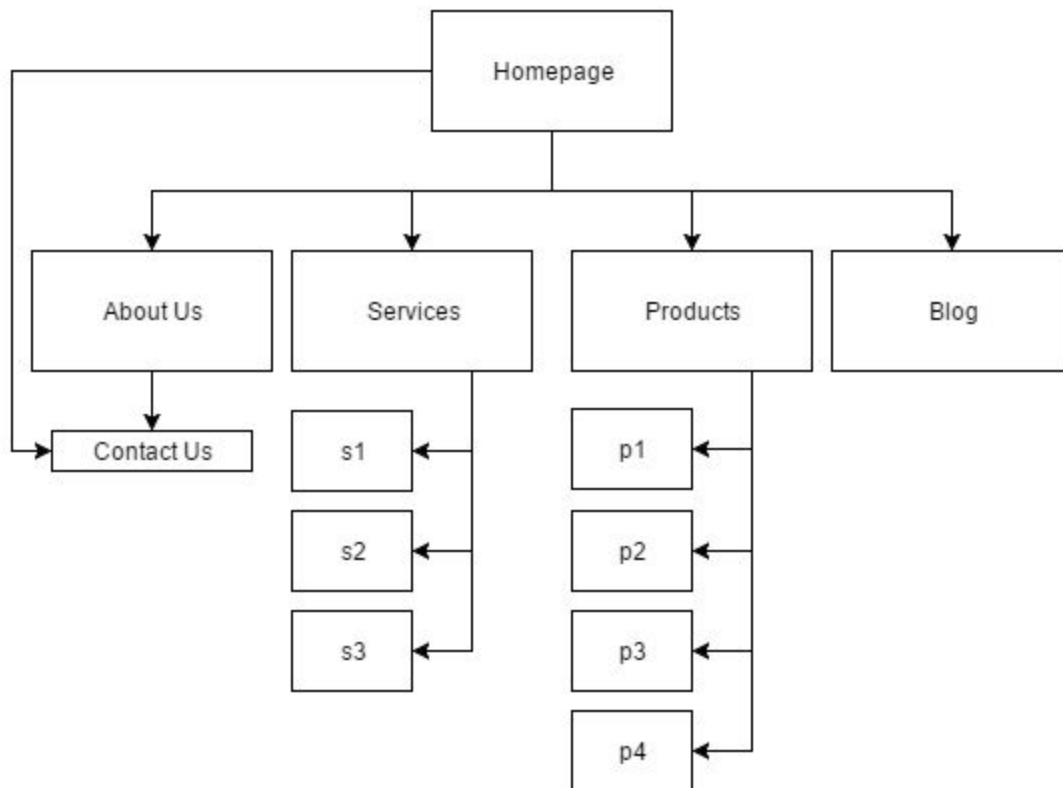
While before Keyword Optimization, there was only 1 keyword (among the 16 keywords finalized) which was ranking within the top 5 Google search results, this increased to 11 Keywords post-optimization.

The table below describes the before SEO and after SEO position of these keywords -

Keyword position	Before Keyword Optimization(1 Jul 19)	After Keyword optimization (1 Nov 19)
1-5	1	11
5-10	5	3
11-20	5	2
21-30	3	0
41-50	1	0
60-70	1	0

(v)Creating Sitemaps -

We also created sitemaps on the website for our client making it easy for Search engines to find the site pages as Google ranks web pages and not just websites. Sitemaps are submitted to Google via search console Sitemaps tool



Flowchart showing how sitemap looks like -



2) Off-Page SEO -

The following steps were taken for Off-Page SEO optimization. -

- **Link building -**

At the heart of off-page SEO is building quality backlinks. Search engines use backlinks as an indication of the site's quality. Multiple high-quality backlinks help websites rank better on important, relevant keywords, as well as improve the organic traffic on it.

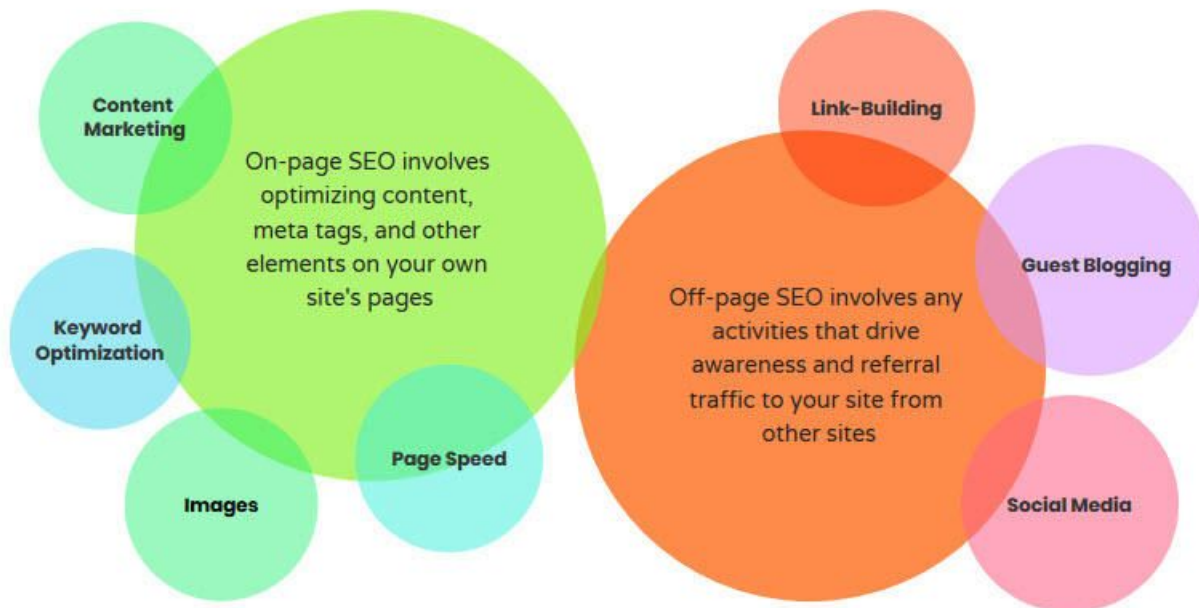
We got **30 contextual backlinks** during these four months for our client through the process of guest posting on websites having a similar niche and high quality.

- **Social media -**

We created social media accounts for our client on various platforms such as Facebook, Twitter, Instagram where we posted regular updates and content

Updates included testimonials from patients, interviews with dentists, informative articles on dental diseases, treatments, etc. All these activities helped drive significant traffic on our client website.

ON-PAGE SEO VS. OFF-PAGE SEO



A brief snapshot of activities undertaken for On-page and Off-Page SEO

Final Results

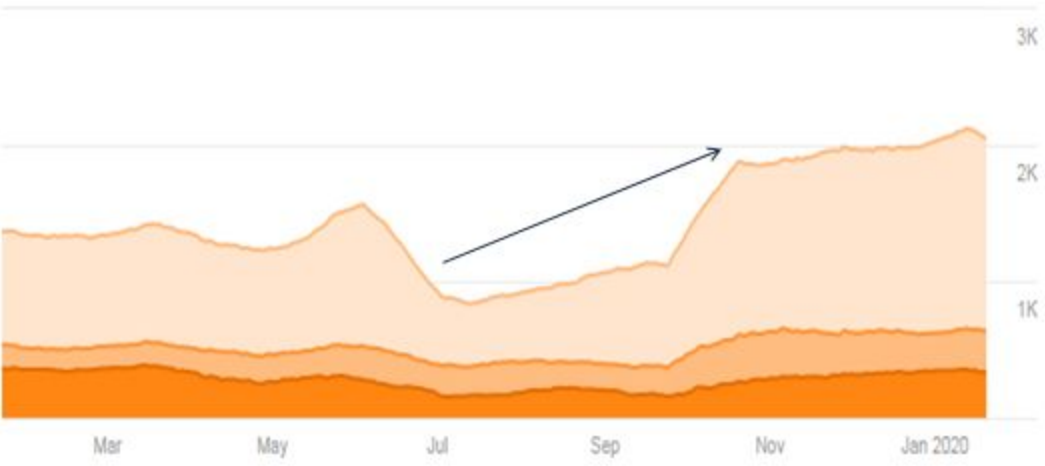
In all the SEO parameters we had defined at the start of the project we were able to see improvements in all of them.

- Total Monthly Traffic increased more than **4 times** the traffic at the start.
- The total number of organic ranking keywords almost **doubled**.
- The organic impressions on the website increased by more than **6 times**.
- The total number of Keywords ranking within the top 3 Google search result also almost **doubled**

See what the table and graph looks like between July and November

Parameters	Before SEO (1 Jul 2019)	After SEO (1 Nov 2019)
Total Monthly Traffic	1748	7304
Total Ranking Keywords	928	1851
Organic Impressions	71.2k	431k
Keyword: Top 3 positions	152	287

Organic keywords | 2,054



Report as drawn in Jan 2020

All Users
53.77% Users

+ Add Segment

Explorer

Summary Site Usage Goal Set 3 Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions

The line chart shows the number of sessions over time. The y-axis is labeled 'Sessions' and ranges from 0 to 10,000. The x-axis shows months from July 2019 to October 2019. The data points are approximately: July 2019 (3,000), August 2019 (4,000), September 2019 (5,000), and October 2019 (6,000). The chart shows a consistent upward trend in sessions.

Month	Sessions
July 2019	3,000
August 2019	4,000
September 2019	5,000
October 2019	6,000

About



Jessica Smith is a cannabis and health industry consultant who frequently writes about the latest trends in the industry. She has been writing for a long time now. Through her writing, she hopes to influence as many people as possible to help maintain better health and lifestyle. At Outreach Crayon, we specialize in SEO and Backlinks for the Cannabis and Healthcare industry. Need quick insights to improve your Cannabis website online strategy? Feel free to reach out: info@outreachcrayon.com