

Medical - Nasal Specialist



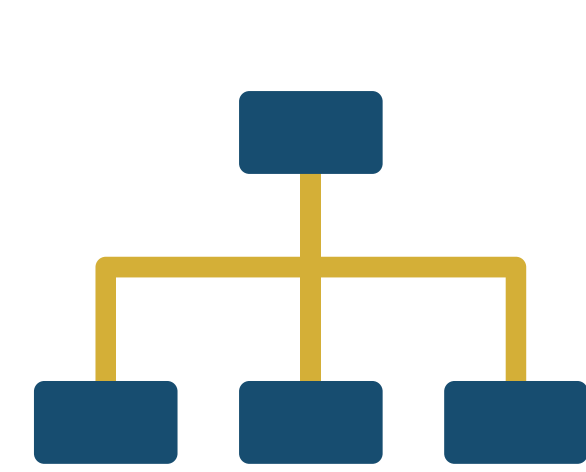
WHAT WAS NEEDED?

This Nasal Specialist in Louisville, KY, was prominent in his field but was not found when searching for related terms and phrases. Almost all traffic was coming from branded keywords. They sought to improve their website rankings on Google in both the local maps and in the organic results.

SEO CASE STUDY

WHAT WE DID?

Here are some highlights from the campaign:



Site Structure



Competition



Content



Backlinks



Analytics

- ✓ Performed an on-site audit and fixed technical SEO issues
- ✓ Constructed a strong power page around "Rhinologist"
- ✓ Started building 52 authoritative backlinks per month

THE RESULTS

We saw amazing jumps in 6 months. The doctor went from being almost non-existent to now enjoying top 5 placement for relevant keywords like «sinus surgeon» «Rhinologist» «Nasal surgeon». Finally, his rankings match his stellar reputation!



Increased Domain Authority +200%



Increased Keywords Ranked 150%



Increased Traffic 400%

FIRST 6 MONTHS

Keywords	Initial Ranking	Current Ranking	Change
★ sinus surgery louisville ky	99	2	97 ↑
★ rhinology louisville ky	99	1	98 ↑
★ sinus surgeon louisville ky	99	2	97 ↑
★ sinusitis treatment louisville ky	99	4	95 ↑
★ nasal polyps surgeon louisville ky	99	2	97 ↑

Actual Reporting

Monthly volume ▾	🌐 All countries ▾	📅 Changes: Last 6 months ▾			
Backlink profile			Organic search		
DR ⁱ	UR ⁱ	Backlinks ⁱ	Ref. domains ⁱ	Keywords ⁱ	Traffic ⁱ
26 +18	2.5	1K +806	472 +342	4K +2.3K	3.2K +2.4K
AR 6,815,987 ▲16,905,712		All time 3K	All time 867	Top 3 51 +38	Value \$1.8K +1.3K

Let's make your organic traffic flow!

BOOK A FREE CONSULTATION TODAY!

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