

Search Engine Optimization (SEO) Case Study – Advanced Concepts

Client: Advanced Concepts in Plastic Surgery exists to improve their patients' lives through high quality, innovative plastic surgery. Delivering quality in their results, service and care is very important to them. They are committed to continuing improvement in order to always provide the best possible care to their patients. Their concern is for the whole patient, not just a single surgical result. They care about maintaining their relationships with patients over time.

Category: Health » Beauty

SEO Challenge: The defined goal of this campaign was to improve the search engine rankings for the industry specific keywords and increase the targeted traffic to the website.

Solution: In order to achieve this goal we adopted the following steps:

Step 1: Keyword Analysis

We have completed a targeted keyword analysis for their industries and based on results and analysis of the competition determined to increase in traffic from the search engines through improved rankings on top level category keywords.

Step 2: Page Identification

Here the aim is to magnify and spot the keywords for the specific web pages. This is to assist and place the keywords on the suitable web pages.

Step 3: Website Analysis

Most search engines use automated software, robots or spiders, to crawl page links within websites and interpret the pages. However, most websites are created using technologies that make it impossible for search engines to crawl them. If search engines cannot crawl the website, it will not be indexed; meaning website won't appear in search results. We have created search engine friendly website architecture to improve search engine rankings and site traffic.

Step 4 On-Page Optimization

Website optimization is by far the most important part of search engine promotion. If a website is not properly optimized for content, keywords, etc., the search engine spiders will not know what to do with the website and therefore will not give any consideration when it comes to search engine positions. We have provided unique titles, descriptions, keywords, text content, heading, footer for each page of the site.

Step 5 Off-Page Optimization

Off-page optimization refers to factors that have an effect on website or web page listing in natural search results. These factors are off-site, in that they are not controlled by site owner or the coding on web page. We have adopted following off page activities:

I. Reciprocal Link Building

Link building is an important part in the search engine optimization process, as the majority of search engines rate websites by the number of quality links on website. We have conducted a dedicated linking campaign.

II. Press Release Submission

A good press release with links, podcast and videos are picked quickly by the major media sites and search engines. It's the new way of getting more qualified backlinks and the qualified traffic to website. We have published press releases with the leading media/ news websites.

III. Article Submission

Writing and publishing an article is a good natural way of getting more qualified backlinks. It also helps improve website's online visibility. We have published the article with the relevant industry article listing sites/ resource sites / portals etc.

IV. Directory Submission

Links from industry directories help to get more quality backlinks to the website and thus indirectly help improve the rankings. A good directory listing also helps to get more qualified traffic website. We have listed website in to industry directories.

V. Profile Listing

Profile listing is a comprehensive process in which a company's full length profile is submitted to the giant search engines. It includes company's fundamental background, history, products and services along with the purpose of the company. We have submitted this website to leading profile listing websites.

VI. Social Bookmarking

Social bookmarking is the practice of saving bookmarks to a public website and "tagging" them with keywords. To create a collection of social bookmarks, we have registered this website with the leading social bookmarking websites. Social bookmarking is another tool which helps drive qualified direct traffic to the website.

VII. Shopping Feed Submission

Much like Paid Search and Pay-Per-Click advertising, Shopping Search Engines allow instantly reach consumers searching for the products online. Major players in the market today are Froogle.com (Google Base), BizRate.com, Shopping.com and Yahoo Shopping. We have created and submitted shopping feeds with Froogle.com (Google Base).

Result:

Since Advanced Concepts has started using our SEO services, they have increased monthly pageviews from **73** to **28,738** more than **50%**. Through our optimization tactics, we have been very successful in increasing the company's web presence increasing their monthly organic search traffic from **0** to **2,832** more than **100%**. Our link building services have increased the total number of inbound links by more than **400%**. We have also been able to achieve more than 25 TOP ten ranking positions including 11 #1 ranking!

Below is the search engine ranking results, we were able to achieve for our client; Advanced Concepts, in the Internet's most popular search engines **Google, Yahoo and MSN.**

Google search results in the month of November 2008 at google.com 20 TOP ten Ranking positions including 11 #1 ranking!



Keyword	Google Nov-08
advanced concepts	5
advanced concepts in plastic surgery	1
Cleveland plastic surgeons	3
plastic surgeons Cleveland ohio	3
plastic surgery Cleveland ohio	5
Cleveland plastic surgery	4
plastic surgeons in Cleveland ohio	3
plastic surgery Cleveland	2
spair technique	5
plastic surgeons Cleveland	3
Cleveland liposuction	2
Cleveland plastic surgeon	3
liposuction Cleveland ohio	3
Cleveland ohio plastic surgeons	3
tummy tuck Cleveland ohio	3
Cleveland botox	3
excess skin removal	20
plastic surgeons in Cleveland	3
Cleveland cosmetic surgery	2
cosmetic surgery Cleveland	2
38ddd breasts	11
botox Cleveland ohio	3
Cleveland ohio plastic surgery	5
breast reduction ohio	1

cosmetic surgery Cleveland ohio	2
liposuction Cleveland	7
liposuction in Cleveland ohio	2
liposuction in ohio	6
plastic surgeons in ohio	5
plastic surgery in Cleveland ohio	5
Cleveland breast reduction	2
gynecomastia surgery ohio	9
plastic surgeons in Cleveland, ohio	3
abdominoplasty ohio	3
advanced concepts ohio	1
botox Cleveland	5
Cleveland cosmetic surgeons	8
cosmetic surgery Cleveland oh	2

YAHOO!

Keyword	Yahoo Nov-08
advanced concepts	3
advanced concepts in plastic surgery	1
Cleveland plastic surgeons	6
plastic surgery Cleveland ohio	14
Cleveland plastic surgery	16
plastic surgery Cleveland	21

spair technique	12
plastic surgeons Cleveland	5
Cleveland liposuction	2
Cleveland plastic surgeon	8
liposuction Cleveland ohio	6
Cleveland ohio plastic surgeons	15
tummy tuck Cleveland ohio	3
Cleveland botox	2
excess skin removal	10
plastic surgeons in Cleveland	8
Cleveland cosmetic surgery	16
cosmetic surgery Cleveland	21
38ddd breasts	14
botox Cleveland ohio	4
Cleveland ohio plastic surgery	16
breast reduction ohio	9
cosmetic surgery Cleveland ohio	14
liposuction Cleveland	9
liposuction in Cleveland ohio	7
plastic surgery in Cleveland ohio	21
Cleveland breast reduction	1
plastic surgeons in Cleveland, ohio	31
abdominoplasty ohio	10
advanced concepts ohio	1
botox Cleveland	3
Cleveland cosmetic surgeons	4
cosmetic surgery Cleveland oh	14



Keyword	MSN Nov-08
advanced concepts	1
advanced concepts in plastic surgery	1
plastic surgery Cleveland ohio	1
Cleveland plastic surgery	2
plastic surgery Cleveland	1
spair technique	13
Cleveland liposuction	2
Cleveland plastic surgeon	1
liposuction Cleveland ohio	4
Cleveland ohio plastic surgeons	34
tummy tuck Cleveland ohio	4
Cleveland botox	1
excess skin removal	14
plastic surgeons in Cleveland	29
Cleveland cosmetic surgery	1
cosmetic surgery Cleveland	4
38ddd breasts	9
botox Cleveland ohio	1
Cleveland ohio plastic surgery	1
breast reduction ohio	2
cosmetic surgery Cleveland ohio	1
liposuction Cleveland	5
liposuction in Cleveland ohio	4
liposuction in ohio	25

Increase Visibility

SEARCH ENGINE OPTIMIZATION

plastic surgery in Cleveland ohio	1
Cleveland breast reduction	1
gynecomastia surgery ohio	19
abdominoplasty ohio	5
advanced concepts ohio	1
botox Cleveland	1



Site Usage

5,738 Visits
Previous: 4 (+143,350.00%)

28,738 Pageviews
Previous: 73 (+39,267.12%)

5.01 Pages/Visit
Previous: 18.25 (-72.56%)

43.26% Bounce Rate
Previous: 0.00% (0.00%)

00:02:05 Avg. Time on Site
Previous: 00:04:37 (-54.91%)

89.13% % New Visits
Previous: 100.00% (-10.87%)