

seo case study

Assisted Living Center

Campaign Information

Industry: Assisted Living - Senior Living Communities

Location: St. Louis, MO

Campaign Start Date: 01/22/2021

SEO Hours per Month: 20

Campaign Type: Local

Goal: Complement PPC campaign; increase organic traffic



Strategy

Keywords with higher buyer intent were chosen to start the campaign. Onsite recommendations included new content with keyword-specific changes to build authority and relevance. An onsite blog was created and new web pages were added to the site, both of which helped clarify the site's intentions with search engines, bolstering our client's rankings. In just three months 7 keywords hit the first page of Google. We're excited to continue working toward stronger keyword rankings and even more page one keywords.

Results

KEYWORD PHRASE	PAGE	RANK
medicaid eligible senior living facility maryland heights mo	11 ↗ 2	101 ↗ 13
Medicaid eligible assisted living eureka mo	11 ↗ 1	101 ↗ 9
medicaid eligible assisted living facility eureka mo	11 ↗ 1	101 ↗ 10
medicare eligible senior living facility eureka mo	2 ↗ 1	11 ↗ 5
assisted living eureka mo	3 ↗ 1	29 ↗ 7

Performance

7

Keywords on Page 1 of Google

16%

Increase in Organic Traffic

5

Current Top Rank