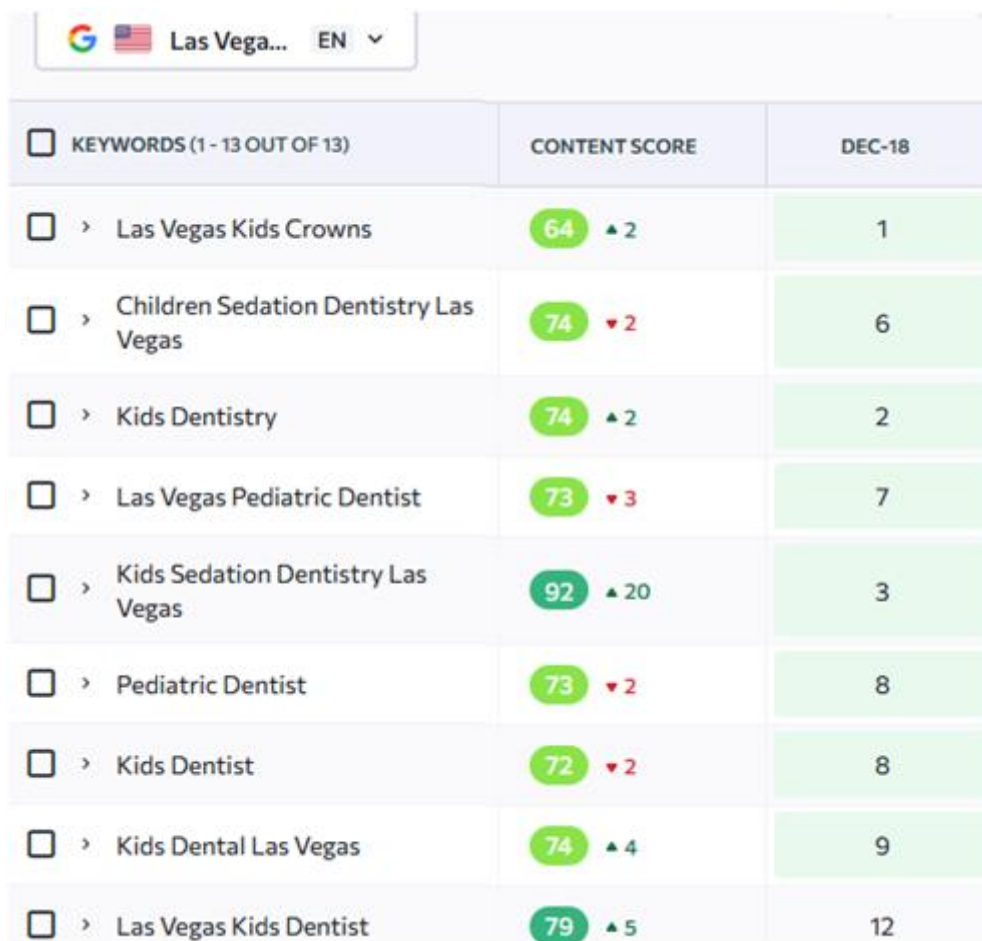


Successful SEO Case Study: Boosting Organic Visibility for Desert Kids Dental

Desert Kids Dental, situated in the vibrant city of Las Vegas, Nevada, is a dedicated pediatric dental clinic offering top-tier dental services for children. They reached out to me for assistance in enhancing their local SEO as they faced challenges in securing top rankings on Google Maps and Google Search Engine Results Pages (SERP) for key terms like "Pediatric Dentist", "Kids Dentistry", among others.



<input type="checkbox"/> KEYWORDS (1 - 13 OUT OF 13)	CONTENT SCORE	DEC-18
<input type="checkbox"/> > Las Vegas Kids Crowns	64 ▲ 2	1
<input type="checkbox"/> > Children Sedation Dentistry Las Vegas	74 ▼ 2	6
<input type="checkbox"/> > Kids Dentistry	74 ▲ 2	2
<input type="checkbox"/> > Las Vegas Pediatric Dentist	73 ▼ 3	7
<input type="checkbox"/> > Kids Sedation Dentistry Las Vegas	92 ▲ 20	3
<input type="checkbox"/> > Pediatric Dentist	73 ▼ 2	8
<input type="checkbox"/> > Kids Dentist	72 ▼ 2	8
<input type="checkbox"/> > Kids Dental Las Vegas	74 ▲ 4	9
<input type="checkbox"/> > Las Vegas Kids Dentist	79 ▲ 5	12

I initiated my project by conducting a thorough analysis of Desert Kids Dental's website, alongside a detailed examination of their competitors in the local market. Through this process, I pinpointed several key opportunities to enhance their Search Engine Optimization (SEO) tactics. These areas included refining their Google My Business profile, improving local citations, and fine-tuning their website's content for pivotal 'money' keywords.

To effectively tackle these challenges, I developed a robust local SEO strategy with a dual focus. First, I concentrated on enhancing their website On-Page settings and Google My Business listing to maximize visibility. Second, I embarked on a campaign to generate high-quality backlinks. This involved meticulously optimizing their website for specific, strategically chosen keywords such as "Pediatric Dentist Las Vegas" and "Kids Dentistry", along with other pertinent terms.

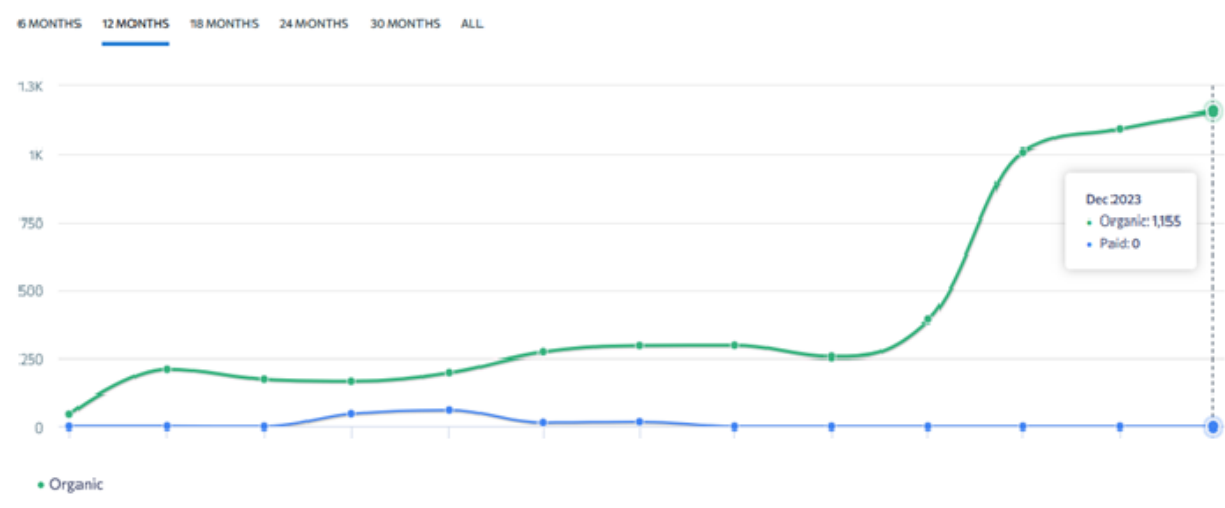
The impact of these SEO initiatives has been profoundly positive. Desert Kids Dental has experienced a notable surge in their rankings in local search results, a testament to the effectiveness of the implemented strategies.

November, 2023 Performance Summary:

1.1K Organic Clicks received.
50 Calls made from your Business Profile
72 Direction requests made from your Business Profile
857 People viewed your Business Profile
ranking top 10 for 9 major keywords

November Accomplishments:

- Published 2 articles on premium quality external blogs, securing high quality backlinks to improve the website's SEO performance.
- Published 6 articles on the website's blog section.
4 articles summaries were converted into compelling videos, and posted on popular video platforms to maximize reach.
- Successfully circulated a Press Release about your company across 472+ media outlets, amplifying brand visibility.
- 1000+Google maps point for the business profile.



67

Calls made from your Business Profile

↗ +9.8%



930

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile

