

# SEO Success

Run by a family of experienced doctors, the resort offers authentic Ayurvedic treatments and customized care for each patient.



## Prior to SEO

The **Ayurvedic Centre** came to us in August of 2017, with some online presence. They wanted to improve their presence by increasing organic rankings. At the time they signed on for our SEO services they had just 11 keywords ranking on the first page of major search engines.

## Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We submitted **promotional videos, press releases** and **infographics**.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.

## Keywords Ranking on First Page in Major Search Engines\*



### After 3 Months

90 days later, the website went from ranking for just 11 keywords on Page 1 of results to ranking for **23 keywords** on the first page. An increase of 109%.

Nov - 17

### By March 2018

The website now ranked on the first page of major search engines for **32 keywords**. An increase of more than 190%.

Mar - 18