



DAW MEDIA

MARKETING AGENCY

SEARCH ENGINE OPTIMIZATION Case Study





Our Client:

This company is a medical practice that provides DOT physicals by DOT certified medical examiners. They also provide certifications for individuals looking to get into the industry.

Goal:

Drive more people to the website by ranking higher for keywords. Doing so would drive more people to the clinic for physicals and drive those looking to get certified.

Project Duration:

10 Months (Ongoing)

Problem Statement:

The client had previously used an SEO company that did not generate results. The client wanted to rank high for keywords like “respirator fit test near me”, “dot physicals albany ny”, and “acls certification albany ny”.



STRATEGY (OVERVIEW)

Our strategy consisted of five general steps, proven to generate optimal results.

01

STEP

—
We performed in-depth market research and competitor analysis.

02

STEP

—
We set up the necessary tracking codes and made sure those codes had been implemented correctly on the client's site.

03

STEP

—
We performed keyword research to determine what keywords we would target and track for the campaign.

04

STEP

—
We performed a site audit, revealing any on-page issues that required immediate attention.

05

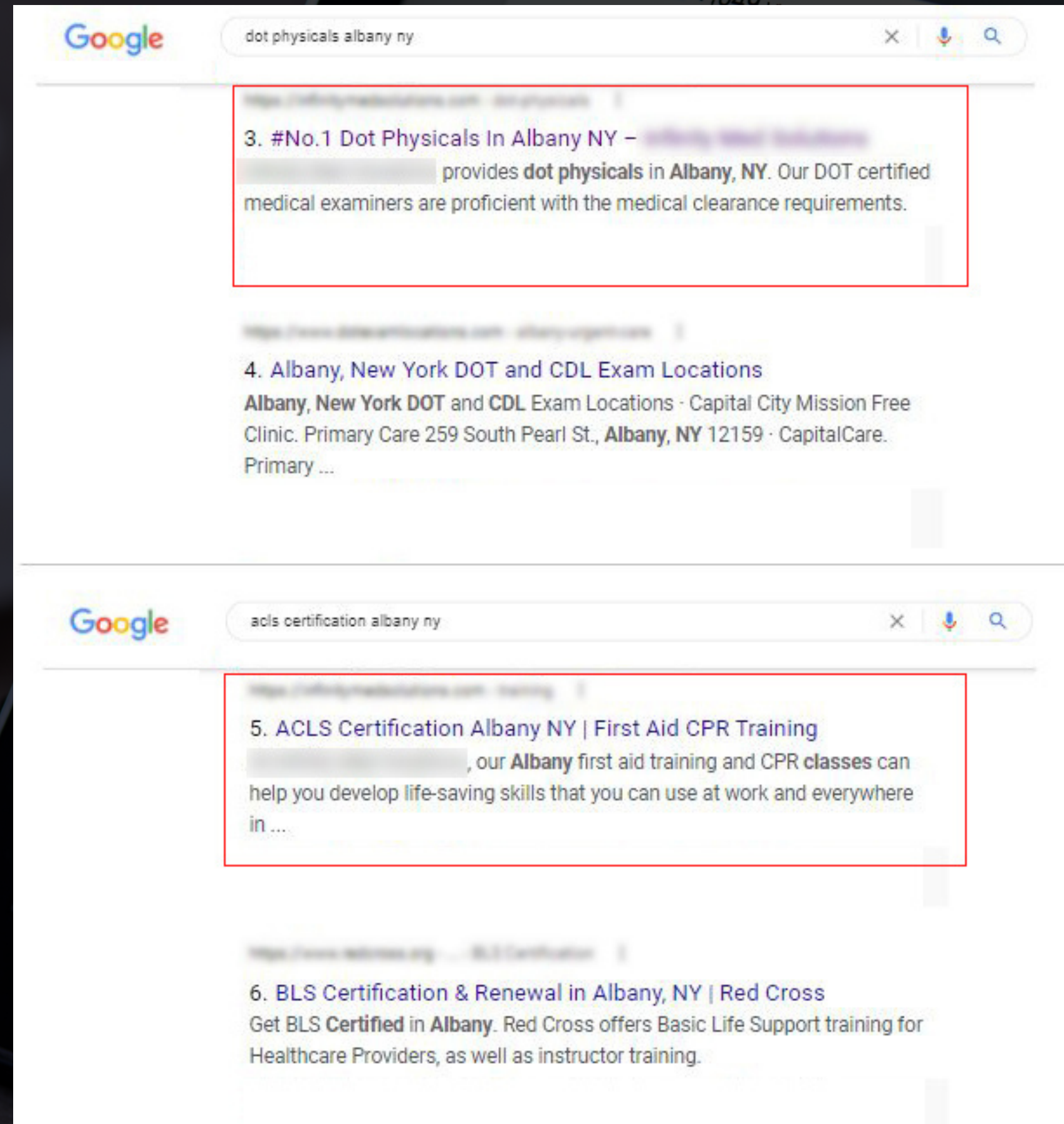
STEP

—
Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI.

KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1.respirator fit test albany ny	1	0
2.respirator fit test near me	1	0
3.drug test albany ny	2	+1
4.dot physicals albany ny	3	+11
5.acls certification albany ny	5	+33
6.albany ny firefighter exam	6	+2
7.albany first aid training	7	+1
8.first aid cpr training albany ny	7	0
9.cpr classes albany ny	8	0
10.life guard classes albany ny	15	+24

REAL WORLD RESULTS (ON GOOGLE SERP):



Solution

Our SEO experts ran a highly optimized SEO campaign to start generating organic traffic and eventual leads.

Final Outcome

We were able to increase the positions of multiple keywords on Google's search engine results page to the first page. Many of these keywords increased dramatically in the first couple of months of the campaign.