

2014

SEO CASE STUDY

Tale of BlurbPoint's Client

This Document showcases & explains the Online Visibility and SEO journey of one of the clients of **BlurbPoint Media**. Broad overview of one of the SEO Projects of BlurbPoint Media.

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BlurbPoint Media Pvt. Ltd.
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CLIENT

Website is - UK based newly created Website of dermatology clinic in London.

- Service – Search Engine Optimization

BUSINESS
BACKGROUND

Website consist of an experienced team of professionals, dermatologists and skin surgeons who are results orientated and ready to address any concern that patients have.

MARKET
COMPETITION

The online competition was too strong as the websites was competing with famous UK based dermatologist sites like "*the-dermatology-centre.co.uk*", "*sknclinics.co.uk*", *www.dermclinic.co.uk* "*londondermatologist.co.uk*" and many others. Keywords were competitive with total matching search results pages numbering 1 - 15 million in Google alone for all terms in the initial organic SEO campaign.

PROJECT GOAL

This site had a goal to increase website visibility with "dermatologist in london" related term with complete Interactive SEO campaign. The client's desired to get on top for the major keywords like

- ✓ mole removal London
- ✓ cyst removal
- ✓ skin specialist London
- ✓ private dermatologist
- ✓ acne treatment London

And others 10 Keywords and utilize organic search (SEO) to increase lead volume and market share.

TASKS &
CHALLENGES

- Keyword research for effective Internet Marketing
- Content Marketing to attract potential customers
- Make the webpage SEO friendly to get crawl frequently
- Optimize the targeted keywords in Major Search engines
- Achieve rankings for keywords that searchers use online
- Increase the ROI of their Business

ACTIONS

The SEO campaign was started in **Feb Month 2014**; BlurbPoint initiated with Local Submissions for this website and then developed promotional materials like Infographic, PPTs, did Content Marketing, created and optimized YouTube videos, integrated and promoted strategic social channels and executed some quality Link baits and other ethical Link building stuff to achieve rankings and to drive traffic.

TIME FRAME

➤ Feb 2014 – On going

The Project was started in the month of January this year, after the initial success, the Project was upgraded with more keywords and is still an On-going project at BlurbPoint

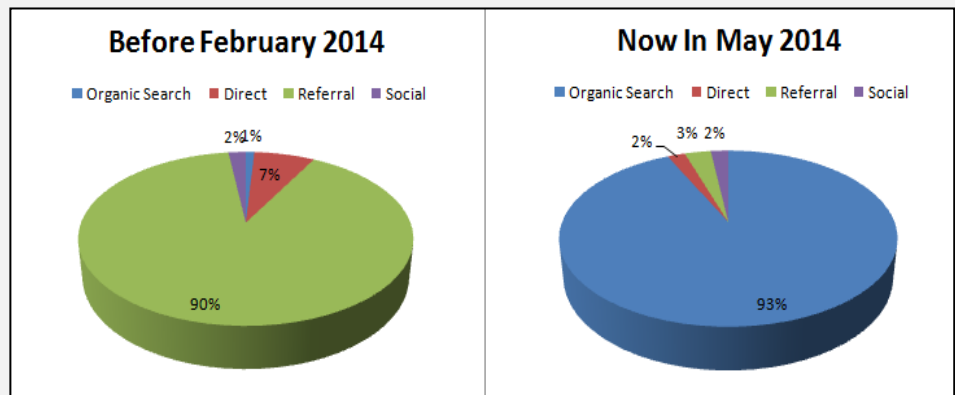
RESULTS

After 4 months of execution of SEO campaign, is it was observed that:

- ✓ Total organic traffic increase of 4282.86% in span of 4 months
- ✓ Entire traffic increased by 13,258.47%.

These are significant numbers, the most important of which being the number of additional inbound leads.

Below screenshots describes the increase in Organic Traffic.



Below Keywords are well optimized for the Client's website Magnificig.co.uk and are ranking in Top 10 i.e. the first page of Google.co.UK

RANK REPORT

Keywords	Monthly Searches	Current Google Rankings
mole removal London	590	10
Cyst removal	1,300	17
skin specialist London	210	11
private dermatologist	480	12
acne treatment London	140	18

CLIENT'S
REMARK

"To whom so ever it may concern – search engine ranking service from Blurbpoint media has given wings to my local directory. They achieved the positions which were promised and I am happy after getting targeted area visitors and it helps me a lot to grow my business. I strongly recommend to new startup business"

CONCLUSION

With a successful campaign of 4 months www.london-dermatology-clinic.com dominated top positions for many keywords. The overall traffic of website increased by 13,258.47% compared to past months. Traffic from Search Engines has been the main source of Success, within just 4 months we got a great success on that project and client is all set to have long run with us.

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