

# CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)

Boosting Online Visibility for a  
Medical Practice with SEO

**Medical Practice**



# OVERVIEW



## OVERVIEW

This case study demonstrates how a medical practice in Albany, NY, used strategic SEO to enhance its online visibility. By focusing on key services like DOT physicals and respirator fit tests, they significantly improved search rankings, leading to increased clinic visits and certifications. This showcases the powerful impact of effective SEO strategies on business growth.



## ABOUT THE CLIENT

The client, a medical practice located in Albany, NY, offers a range of services, including DOT physicals performed by certified medical examiners and various industry-related certifications.



## PROBLEM STATEMENT

The primary challenge was overcoming the ineffective SEO strategies employed by the previous company. The client needed a robust SEO plan that could significantly improve their online visibility and drive more traffic to their website. They aimed to rank on the first page of Google for critical keywords to attract both local patients and individuals seeking certification.

# GOALS

The primary goal was to rank higher on search engine results pages for keywords such as “respirator fit test near me,” “DOT physicals Albany NY,” and “ACLS certification Albany NY.”



# STRATEGY



## STRATEGY

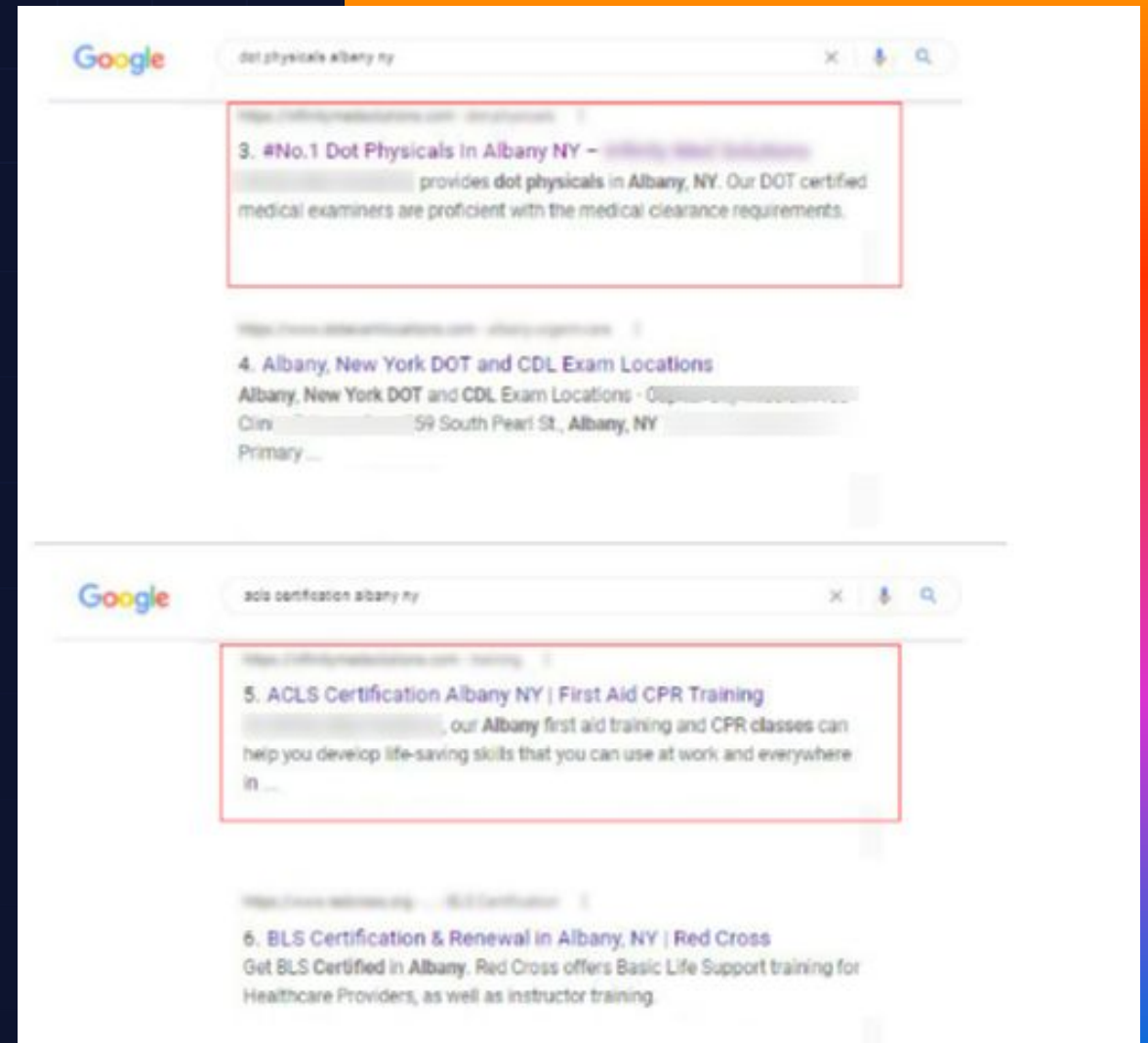
We conducted thorough market research and competitor analysis to identify opportunities. Next, we ensured all tracking codes were properly set up on the client's website to monitor effectiveness. We performed extensive keyword research to target relevant terms, followed by a detailed site audit to address on-page issues. Finally, our SEO experts continuously optimized the site to improve keyword rankings and achieve a high return on investment (ROI).

# DETAILED RESULTS

The SEO campaign led to significant keyword ranking improvements within a few months. Keywords like “respirator fit test Albany NY” and “drug test Albany NY” rose dramatically, with “drug test Albany NY” moving from position 33 to 1. Similarly, “DOT physicals Albany NY” improved by 11 positions, securing a spot on the first page.

## FINAL OUTCOME

These improvements increased organic traffic, leading to more clinic visits and certifications, validating the effectiveness of the SEO strategy.



# CONCLUSION

This case study highlights the transformative impact of a well-executed SEO campaign on a medical practice's online presence. Through in-depth research, precise keyword targeting, and continuous optimization, the practice saw significant keyword ranking improvements, increased traffic, and business growth. This success underscores the importance of strategic SEO in driving tangible business outcomes and enhancing online visibility.

