

SEO CASE STUDY

Company Overview

Your Foot Doc operates with a simple mission: “To provide the most comprehensive podiatry care utilizing the most innovative diagnostic and therapeutic approaches in the treatment of the feet, as well as foot and ankle disorders, and foot pain.”

Challenge

One of our clients, YourFootDoc.com, was struggling to gain website traffic. This was a direct result of not ranking well on the major search engines (Google, Yahoo, and Bing) for keywords related to their podiatry practice. Unfortunately, improving their rankings wasn't the easiest task due to the highly competitive private medical practice market within the Orange County area. They turned to Blazonco and our search engine optimization (SEO) to overcome their obstacles.

Strategy

Each client is unique. Our personalized approach for Your Foot Doc is outlined on the following page.

We monitored the performance of their SEO campaign by making adjustments as required and providing analytics as well as search engine ranking reports on a monthly basis.

1. Keyword research and analysis to identify the top 20 keywords in relation to industry and geographic region
2. Manual submission to top engines
3. Keyword ranking reports each month to assess progress (Google, Yahoo and Bing)

| Keyword | Competition | Global Monthly Searches | Local Monthly Searches | Approximate CPC |
|--------------------------|-------------|-------------------------|------------------------|-----------------|
| podiatrist | Medium | 623,000 | 493,000 | \$3.08 |
| podiatrist orange county | Low | 14,000 | 8,100 | \$1.25 |
| podiatrist | Medium | 128,000 | 80,500 | \$1.03 |

☆ orange county podiatrist

1. Keyword research and analysis

4. High rank incoming links
5. Local business submission to Google Maps / Yahoo / Bing
6. 50 local directory submissions
7. Leverage of proprietary custom SEO software
8. Sitemap creation and submission



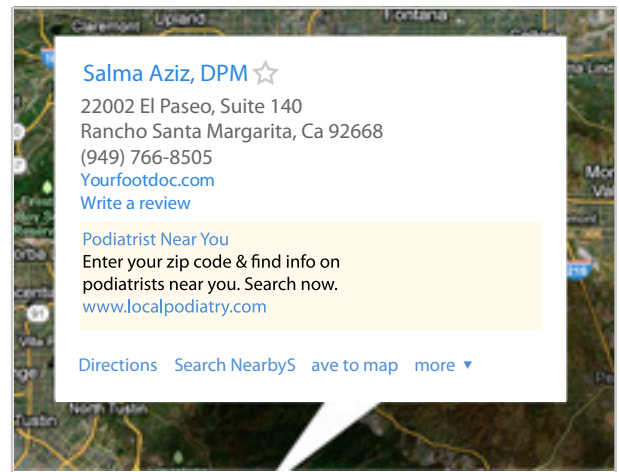
4. High rank incoming links



| Keyword | Google | Yahoo | Bing | Competition |
|--------------------------|--------|-------|------|-------------|
| podiatrist orange county | 1 | 6 | 1 | 97,888 |
| podiatrist orange county | 1 | 999 | 1 | 50,776 |
| podiatrist orange county | 1 | 999 | 1 | 57,964 |

1 +6 **1 +999** **1 +999**

2. Keyword ranking reports



5. Local business submissions for maps

Before Blazonco SEO

The numbers reflect the actual rank of the website in search results for each keyword. For example, Your Foot Doc was ranked in the 99th position (bottom of page 9 of Google) for the keyword “bunion surgeon laguna niguel.” A ranking of “>1000” indicates that the website isn’t showing at all or is listed more than 1,000 places deep.

| Keyword | Google | Yahoo | Bing | Competition |
|----------------------------------|--------|-------|-------|-------------|
| Bunion surgeon Ladera Ranch | >1000 | >1000 | >1000 | 3,180 |
| Bunion surgeon Laguna Niguel | 99 | >1000 | >1000 | 14,508 |
| Bunion surgery Irvine | >1000 | >1000 | >1000 | 70,980 |
| Bunion surgery Mission Viejo | >1000 | 98 | 98 | 10,046 |
| Bunion surgery Orange County | 9 | 13 | 13 | 186,800 |
| Foot specialist Aliso Viejo | 73 | >1000 | >1000 | 23,702 |
| Foot specialist Lake Forest | >1000 | >1000 | >1000 | 213,080 |
| Foot specialist Mission Viejo | >1000 | >1000 | >1000 | 53,750 |
| Foot specialist Orange County | 13 | 9 | 9 | 6,133,000 |
| Foot specialist San Clemente | >1000 | >1000 | >1000 | 60,600 |
| Foot surgeon Ladera Ranch | >1000 | >1000 | >1000 | 12,580 |
| Foot surgeon Laguna Niguel | >1000 | >1000 | >1000 | 51,706 |
| Foot surgeon Mission Viejo | >1000 | >1000 | >1000 | 72,986 |
| Foot surgeon San Juan Capistrano | >1000 | >1000 | >1000 | 34,392 |
| Podiatrist Aliso Viejo | >1000 | >1000 | >1000 | 194,456 |
| Podiatrist Foothill Ranch | >1000 | >1000 | >1000 | 111,622 |
| Podiatrist Mission Viejo | >1000 | >1000 | >1000 | 6,280 |
| Podiatrist Orange County | 30 | 23 | 23 | 242,100 |
| Podiatrist San Clemente | >1000 | >1000 | >1000 | 59,300 |
| Podiatrist Tustin | >1000 | >1000 | >1000 | 31,914 |

After Blazonco SEO

Seven months later, Your Foot Doc had seen incredible improvement. Many of these results were attained long before the seven month mark, but for the sake of this case study we chose to focus on a larger timeline. As you can see, Your Foot Doc moved from virtual obscurity to a place of high visibility.

| Keyword | Google | Yahoo | Bing | Competition |
|----------------------------------|--------|-------|------|-------------|
| Bunion surgeon Ladera Ranch | 1 | 3 | 3 | 8,480 |
| Bunion surgeon Laguna Niguel | 1 | 1 | 1 | 65,900 |
| Bunion surgery Irvine | 1 | 37 | 37 | 45,300 |
| Bunion surgery Mission Viejo | 1 | 14 | 14 | 13,100 |
| Bunion surgery Orange County | 8 | 20 | 8 | 95,900 |
| Foot specialist Aliso Viejo | 1 | 1 | 1 | 801,000 |
| Foot specialist Lake Forest | 8 | 5 | 5 | 4,990,000 |
| Foot specialist Mission Viejo | 1 | 2 | 2 | 1,270,000 |
| Foot specialist Orange County | 5 | 2 | 2 | 2,900,000 |
| Foot specialist San Clemente | 6 | 7 | 7 | 737,000 |
| Foot surgeon Ladera Ranch | 1 | 5 | 5 | 76,500 |
| Foot surgeon Laguna Niguel | 1 | 5 | 5 | 388,000 |
| Foot surgeon Mission Viejo | 1 | 16 | 16 | 1,430,000 |
| Foot surgeon San Juan Capistrano | 1 | 3 | 3 | 379,000 |
| Podiatrist Aliso Viejo | 1 | 10 | 10 | 1,030,000 |
| Podiatrist Foothill Ranch | 1 | 12 | 12 | 332,000 |
| Podiatrist Mission Viejo | 14 | 23 | 23 | 631,000 |
| Podiatrist Orange County | 9 | 25 | 25 | 250,000 |
| Podiatrist San Clemente | 8 | 28 | 28 | 306,000 |
| Podiatrist Tustin | 15 | 41 | 41 | 844,000 |



Results of Blazonco SEO

YourFootDoc.com saw dramatic improvement as a result of their Blazonco SEO campaign. Specific results include:

1. Site traffic increased by 250%
2. 60% of keywords return YourFootDoc.com as the 1st result on the 1st page of Google
3. Number of keywords in top 10 of all search engines increased by 1233%
4. YourFootDoc.com moved up a total of 43,562 spaces across all 20 keywords



If you're thinking about hiring an SEO company, the earlier the better. A great time to hire is when you're considering a site redesign, or planning to launch a new site. That way, you and your SEO company can ensure that your site is designed to be search engine-friendly from the bottom up.

<http://support.google.com/webmasters>



About Blazonco

We help businesses succeed online. With fourteen years of experience serving businesses of all sizes, Blazonco has developed a suite of design and marketing services that includes web design, branding, internet marketing, SEO, social media, and PPC campaign management. Learn more at blazonco.com.