



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.

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.