



HEALTHCARE

POSITIVELY IMPACTING THIS DRUG TESTING FACILITY'S SEO

 ODESSA, TX



GOAL

- This client understood the need to increase their organic search rankings.
- The goal of this SEO campaign was to ensure this drug testing facility was at the top of relevant SERPs.

CHALLENGES

- The biggest challenge with this client was that we were working from scratch.
- The client had just built a new website with no domain authority or quality content.

RESULTS

- At the start of the campaign, the website was ranking for 98 keywords, with only 4 in the top 3 positions on the SERP, most of which were branded.
- After implementing our SEO tactics, we began developing high quality content that provided value to users. We paired these content strategies with strategic backlinking to bring the website up to 918 total keywords in just 6 months!
- With our continued SEO efforts, the website is currently ranking for 2,399 total organic keywords, 41 of which are in the top 3 positions.

2,399

TOTAL ORGANIC
KEYWORDS RANKING

41

TARGET KEYWORDS IN
TOP 3 SEARCH POSITIONS

