

2016

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.



CLIENT

Londondermatology - 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.

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.

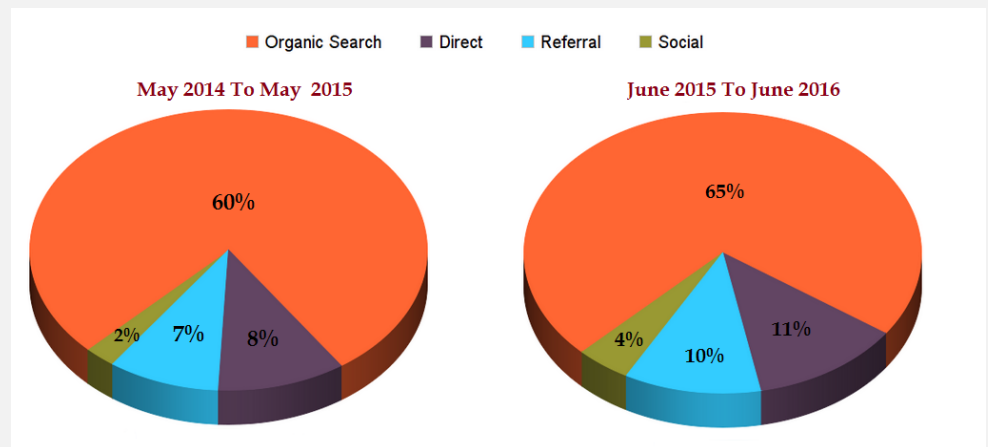
RESULTS

After 4 months of execution of SEO campaign, 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

Keyword	Avg. Monthly Search	Current Ranking
acne treatment london	140	2
mole removal london	720	2
private dermatologist	1000	2
sebaceous cyst removal	1000	3
skin specialist london	260	4
cyst removal	2900	5
dermatologist london	2900	5
skin clinic london	1300	10

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.