



CASE STUDY

Spring Creek Dental



SPRING CREEK
DENTAL

CAMPAIGN OVERVIEW

Campaign Name – SpringCreekDental

Website - <https://springcreekdental.net/>

About the Client

Spring Creek Dental was started in 2009 by Melissa Deeg, D.D.S. Dr. Deeg has a passion for dentistry and is a member of American Dental Association, Wisconsin Dental Association, Minnesota Dental Association as well as the St. Paul District Dental Society. She offers the best dental services with the latest technology in Hudson, WI.

Dr Deeg contacted Agreed technologies to help her expand her digital reach in Wisconsin.

The Challenge:

The task in front of Agreed technologies was very straight forward – increase the number of visitors to the website. As simple as it may sound, increasing the number of visitors to a website is not easy. The team at agreed technologies decided to take it up as a challenge. We set our goals with consultations with our client –

- Increase the traffic to the website
- Increase the number of keywords for which the website ranks in the top 10 results of search
- Give it a competitive edge over competitors
- Optimize the website for Local SEO

The Key Performance Indicators :

The key performance indicators that were used to monitor the progress of this campaign were –

- **Number of visits** – this is the total number of people who visited the website in one month. This is one of the most basic goals of SEO, i.e. to increase the amount of visitors to the website. At the start of this campaign the website was getting approximately 70 visits per month.
- **Number Of Keywords For Which The Website Ranked In Top 10 Search Results** – keywords are the words which a potential customer will enter into the search bar when searching for this particular website. In this we measure for how many keywords the client's website is showing in the top 10 results of search. The number of keywords for which it was ranking in the top 10 results were only 14 before Agreed Technologies started working for them.
- **Number Of Backlinks** – backlinks are the links of the concerned website on some other website. They are a major factor in increasing the organic ranking of any website. Backlinks give a website authority and increase its reputation in the eyes of the search engine. The more backlinks a site has the better it is. At the start of this campaign the client's website had 39 backlinks.

The Strategy:

The team at agreed faced an uphill task and started by breaking up the entire task into smaller tasks. These were assigned to different team members so that they could be implemented simultaneously. Each task was meticulously planned and researched before implementing.

The key tasks were –

- 1) The first task at hand was optimizing the keywords. This was done by analyzing keywords of spring creek dental and its competitor's websites. Agreed technologies used industry leading keyword analysis tools for finding the right keywords for spring creek dental. Some of the tools used were Google's Keyword Planner, SEMrush, SEOprofiler, etc. After careful analysis of the relevant keywords few keywords were shortlisted. All the content was optimized for these keywords.
- 2) The second task was improving the reputation and authority of the website. This is done by establishing links all over the internet that lead to the website of our client, these are called as 'backlinks'. The number of backlinks a website has directly affects its SEO ranking by altering its reputation and authority. The more backlinks are there the higher will be the reputation of the website.
- 3) The third thing was local citations. These help increase the authority of the website in the local area so that whenever someone is searching for the services of our client in that geographical area then our client ranks first. These citations are posted on websites like Yelp!
- 4) The main task was to increase the traffic to the website. This is result of the previous three activities. With the right keywords and reputation any website can rank in the top 3 of search results, increasing the traffic to the website (the top three results for any search get more than 40% of the traffic).

Using the shortlisted keywords and content optimization Team Agreed was able to increase the number of keywords for which the website ranked in the top 10 of search results from 14 in July 2017 to 39 in July 2019..

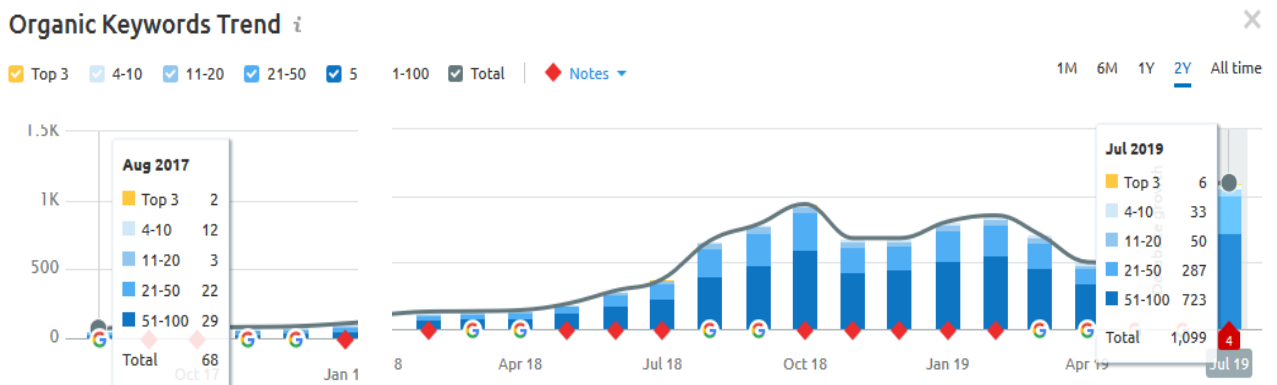


Figure 1

Backlinks:

The number of backlinks for our client’s website when we took over the maintenance of the site were 24. By July 2019, we were able to increase those to 113 backlinks. That’s a gain of about 370%.

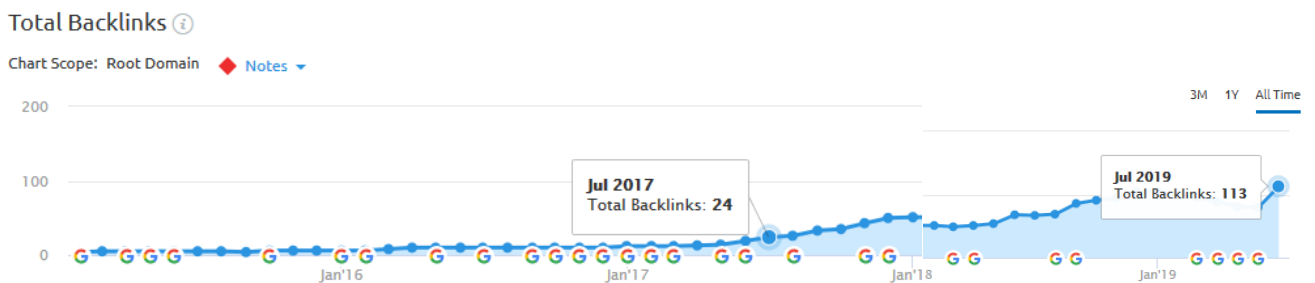


Figure 2

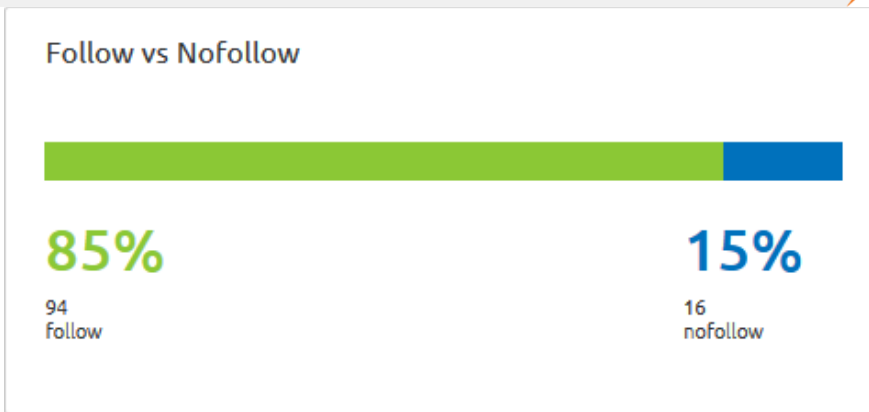
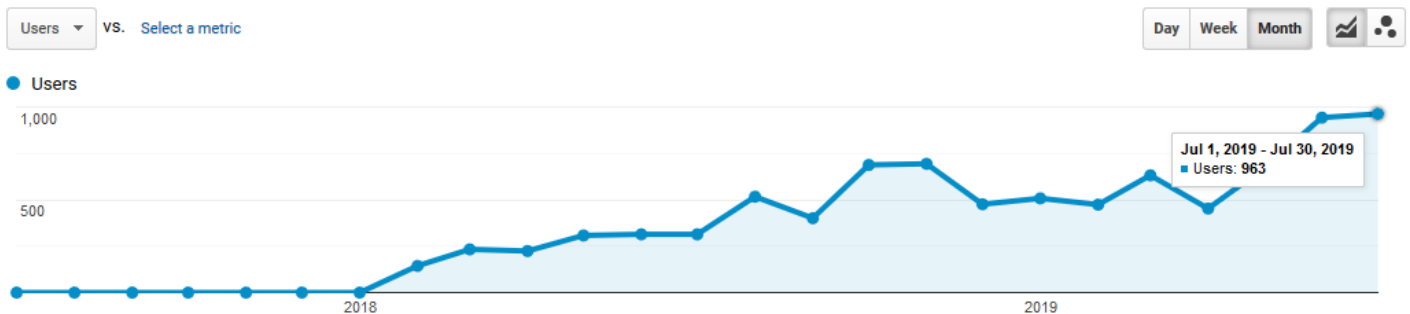


Figure 3 (31st July 2019)

Out of these, a major percentage (85% approximately) are follow backlinks, which means that they actively contribute to the SEO ranking of our client’s website by transferring the “SEO juice” from one website to another.

Website Visits:

This is the main metric for any website related operation. The main goal of any SEO process is to increase the number of people visiting the website. At the start of this campaign our client’s website was getting around 10 visits per month in total. Out of this 5 visits were through organic traffic. After taking over and optimization of the website the number of visits is 960+ per month. With the organic traffic being 910+. The increase in organic traffic is of more than 900%.



Conclusion:

Agreed Technologies has succeeded in the tasks it had set for itself at the beginning of the campaign.

- After optimization by Team Agreed it ranked in the top 10 for 39 keywords and in the top 100 for 1,099 keywords. This was a growth of 178% for the top 10 rankings and 1,516.7% for the top 100 category.
- The amount of backlinks increased from 24 to 113 – an increase of over 370%.
- Team Agreed was able to increase the organic traffic by 1,471% - from 70 to 1,100 per month.
- Agreed technologies was successfully able to perform the SEO optimization of Spring Creek Dental. Grow their business manifold and give them an edge over their competitors by just improving the performance of their website.

Company Profile

Agreed Technologies has grown its reputation from an SEO company to a full-service digital marketing agency. Our core capabilities are SEO services, Search engine marketing, Social media management & marketing, Web design and Mobile app development. We proudly but exclusively cater our services in the United States of America (USA) and Canada.

Our operations assure the best of online marketing consultations for your business. We have a sound marketing strategy for various niches including Law firms, Photography, Real estate, Jewelry, E-commerce, Dentists and Personal trainers. Our techniques have been derived through constant learning and historical marketing data. Achieving small milestones in the year 2017 have given us a bigger goal for 2018 i.e. to be the #1 SEO Company. Our passion for this field has grown with positive reviews from our clients. We welcome any business looking to hire a team of young internet marketing experts to make their venture more profitable.

REVIEWS

Agreed Technologies

3rd Floor, 2/8 Vivek Khand, Gomti nagar, Vivek Khand 2, Gomti Nagar, Lucknow, Uttar Pradesh, India

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TraxNYC Diamond Jewelry

3 reviews · 22 photos

★★★★★ a year ago

One of few companies actually delivering on their promises. Make no hesitation in engaging in business with this firm.



9

Response from the owner 6 months ago

Thank you so much! It's a pleasure working for you.



Edit



Dynamic Ayurveda

1 review

★★★★★ a year ago

James is very cooperative and results driven, he has been a pleasure to work with and Agreed Technologies have consistently exceeded my expectations. Good work guys

Video Reviews

https://www.youtube.com/watch?v=6xJDieP_tGo

<https://www.youtube.com/watch?v=lrMxYXw5T0Y>

<https://www.youtube.com/watch?v=oh-GDpampN4>

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