

# Local SEO Case Studies



Below you will find our Local SEO Case Studies. The purpose of this case study is to show examples of the keyword ranking success we have achieved for locally based companies. There are many factors that impact an SEO campaign, so not all campaigns will run the exact same way and often times keyword ranking progress depends on the starting nature of the website and also the competitiveness of the keywords chosen. The examples below are pulled from some of our better performing marketing campaigns. The column definitions are as defined:

**Monthly Search Volume:** This is how many times the particular keyword is typed into Google on a monthly basis. This number represents the exact keyword phrase searched, however if you include synonyms and phrases containing the keyword phrase then the monthly search traffic could easily be 10 times the stated quantity below.

**Initial Ranking:** This is the ranking position the website currently started at within Google. We only track 200 positions back so if we cannot find a website ranking for a keyword anywhere we mark it as position 200 by default. For example, ranking position 100 would be the last result on page 10 of Google since there are 10 results on each page.

**Rank Per Duration:** Starting at the end of Month 1, this portion of the report shows you where the website was ranking within the Google search engine on quarterly intervals. This is where you can see the ranking progression. It is common to not see a lot of ranking movement on month one because we are still completing on page optimization.

**Ranking Increase:** This % value represent the % ranking increase from the initial ranking to the end ranking on Month 12.

**Competition:** The competition column displays the keyword competition level as low, mid, or high. Naturally low competition level keywords are the easiest to rank for and high competition level keywords are the most difficult to rank for.

**Cost Per Click:** The Cost Per Click is how much you would have to pay to if you wanted to pay for a click from a paid advertisement within Google from that particular keyword. Of course, with SEO you do not pay per click, but this lets you know how valuable the "going rate" on the market is for just one click from that keyword search within Google.

Austin Plastic Surgeon	Monthly Search Volume	Initial Ranking	Rank Per Duration					Ranking Increase	Competition	Cost Per Click
			Month 1	Month 3	Month 6	Month 9	Month 12			
breast augmentation austin tx	260	200	200	51	11	7	4	5000%	Low	\$ 10.88
breast augmentation austin	170	200	154	42	9	4	2	10000%	Low	\$ 9.59
austin breast augmentation	110	200	200	33	6	3	3	6667%	Mid	\$ 13.78
liposuction austin tx	480	200	122	27	3	2	2	10000%	High	\$ 11.13
liposuction austin	140	200	174	25	14	8	3	6667%	Mid	\$ 23.37
rhinoplasty austin	140	200	200	21	5	6	2	10000%	High	\$ 19.35
plastic surgeons austin tx	590	32	34	14	9	4	4	800%	High	\$ 10.00
austin plastic surgery	210	54	41	9	4	1	3	1800%	High	\$ 12.79
plastic surgery austin	170	22	19	12	3	2	1	2200%	High	\$ 9.20
plastic surgery austin tx	140	14	13	8	5	3	1	1400%	High	\$ 11.78

Miami Dentist	Monthly Search Volume	Initial Ranking	Rank Per Duration					Ranking Increase	Competition	Cost Per Click
			Month 1	Month 3	Month 6	Month 9	Month 12			
teeth whitening miami	170	200	186	14	10	8	6	3333%	High	\$ 7.47
dentist miami	880	6	6	4	3	4	2	300%	High	\$ 9.17
miami dentist	590	3	4	3	2	2	3	100%	High	\$ 8.12
dentist miami fl	140	8	10	6	4	3	1	800%	High	\$ 7.67
dentist in miami	390	21	20	2	1	1	1	2100%	High	\$ 8.88
cosmetic dentist miami	320	200	200	38	9	5	4	5000%	High	\$ 12.28
miami cosmetic dentist	260	200	200	26	12	4	4	5000%	High	\$ 12.96
dental implants miami	320	200	86	17	6	6	3	6667%	Mid	\$ 13.15
cosmetic dentistry miami	140	200	157	63	21	2	2	10000%	High	\$ 9.87
pediatric dentist miami	140	200	112	48	5	3	4	5000%	Mid	\$ 4.82

Little Rock Pest Control	Monthly Search Volume	Initial Ranking	Rank Per Duration					Ranking Increase	Competition	Cost Per Click
			Month 1	Month 3	Month 6	Month 9	Month 12			
pest control little rock	110	200	23	8	4	2	1	20000%	Mid	\$ 11.36
little rock pest control	58	200	19	7	3	2	1	20000%	Mid	\$ 9.72
pest control little rock ar	22	200	14	3	2	1	2	10000%	Low	\$ 10.46
little rock exterminators	36	200	49	27	13	5	1	20000%	Low	\$ 13.96
pest control arkansas	36	200	21	13	8	3	1	20000%	Mid	\$ 10.53
arkansas pest control	73	200	35	17	12	4	1	20000%	Mid	\$ 7.43

Los Angeles Attorney	Monthly Search Volume	Initial Ranking	Rank Per Duration					Ranking Increase	Competition	Cost Per Click
			Month 1	Month 3	Month 6	Month 9	Month 12			
los angeles criminal defense attorney	1900	43	42	38	28	14	7	614%	High	\$ 45.33
criminal defense attorney los angeles	1000	54	63	51	32	24	4	1350%	High	\$ 43.81
criminal attorney los angeles	720	23	21	19	15	8	6	383%	High	\$ 45.46
los angeles criminal defense lawyer	880	35	32	14	14	9	8	438%	High	\$ 44.66
los angeles criminal attorney	880	21	19	20	12	3	1	2100%	High	\$ 42.22
personal injury attorney los angeles	1000	184	180	73	41	19	12	1533%	High	\$ 94.14
los angeles personal injury lawyer	1600	199	157	68	33	24	5	3980%	High	\$ 80.51
los angeles personal injury attorney	1300	125	132	84	28	7	2	6250%	High	\$ 90.60
personal injury lawyer los angeles	720	171	171	46	19	13	9	1900%	High	\$ 88.19
los angeles car accident lawyer	590	200	111	23	8	3	1	20000%	High	\$ 126.31

Denver Ford Dealer	Monthly Search Volume	Initial Ranking	Rank Per Duration					Ranking Increase	Competition	Cost Per Click
			Month 1	Month 3	Month 6	Month 9	Month 12			
ford dealers denver	1300	21	20	9	4	1	1	2100%	High	\$ 11.36
denver ford dealers	480	37	33	12	3	2	2	1850%	Mid	\$ 9.72
ford dealers in denver	140	11	9	4	6	3	1	1100%	Mid	\$ 10.46
ford dealership denver	260	22	24	8	2	1	2	1100%	Mid	\$ 13.96
ford dealerships denver	140	21	27	14	1	1	1	2100%	Mid	\$ 10.53

Chicago Optometrist	Monthly Search Volume	Initial Ranking	Rank Per Duration					Ranking Increase	Competition	Cost Per Click
			Month 1	Month 3	Month 6	Month 9	Month 12			
laser eye surgery chicago	73	200	114	31	19	8	4	5000%	High	\$ 19.01
lasik eye surgery chicago	320	200	42	24	12	6	5	4000%	High	\$ 16.22
lasik chicago	260	200	53	19	8	2	1	20000%	High	\$ 18.83
chicago lasik	170	200	63	23	11	1	1	20000%	High	\$ 20.79

optometrist chicago	140	156	14	4	2	1	1	15600%	High	\$ 3.93
chicago optometrist	58	134	9	6	6	3	2	6700%	High	\$ 3.87
eye exam chicago	170	200	200	52	23	14	4	5000%	High	\$ 4.02
free eye exam chicago	110	200	200	61	22	7	6	3333%	High	\$ 3.09
eye doctor chicago	320	200	200	14	5	2	2	10000%	High	\$ 4.40
chicago eye doctor	73	200	200	17	2	2	1	20000%	High	\$ 6.24