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Driving local search: from 0 to 440+ keywords on the first page of Google in 15 months

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About Pix-I Graphx:

Pix-I Graphx is an award-winning, full-service creative agency that specializes in growing brands through strategic research, SEO, digital advertising, and custom web development.

Business challenge: driving leads to a local LASIK clinic

A new Philadelphia-based clinic, Columbus LASIK Vision, came to Pix-I Graphx in February 2019 to build their online presence from the ground up. The agency needed to design a brand-new website and start its SEO optimization the following month.

The Pix-I Graphx team decided to generate leads by ensuring the client's website is listed in the top five results for every local LASIK-related search. Their goal was to target four primary keyword groups:

- **General Terms**: LASIK, LASIK center, LASIK surgery, LASIK surgeon, LASIK vision correction, LASIK price
- **Geo-Specific Terms**: LASIK Philadelphia, LASIK Center Philadelphia, LASIK surgery Philadelphia, LASIK price Philadelphia
- **Hyper-local Terms**: LASIK Abington PA, LASIK Selinsgrove PA, LASIK
- **Informational Keywords**: How much LASIK cost?

The goal was truly ambitious - the brand-new site would have to compete at the top of the SERP with rivals like:

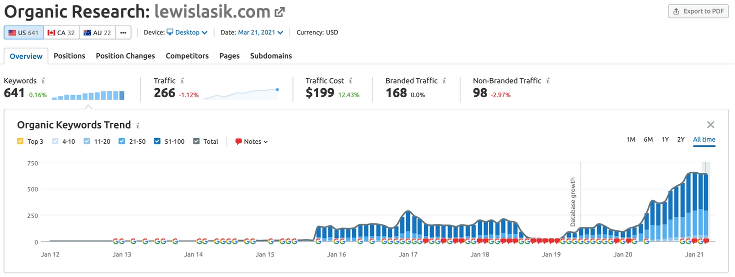
- LASIK center aggregator websites
- Strong local directories like Yelp
- Well-established LASIK centers with a powerful web presence and thorough SEO strategy

“We had to drive leads quickly to generate capital for a new LASIK center, as sales are the lifeblood of any business. Before starting the SEO process, Columbus LASIK Vision had zero traffic and leads from its new web presence. We knew that with the right efforts, we would get there slowly. Existing websites had many advantages, and competing with them in a short period was a real challenge,” explains Peeyush Dubey, SEO consultant at Pix-I Graphx.

Solution: structured content, optimization, technical SEO

Initial Prep

As a first step, Peeyush and the team needed to benchmark their client and assess their competitors’ strengths. He used Semrush’s Organic Research tool to determine the core competitor sites and their ranking keywords, top-performing pages, and organic traffic. This helped him uncover the competition’s tactics and put together the content strategy accordingly.



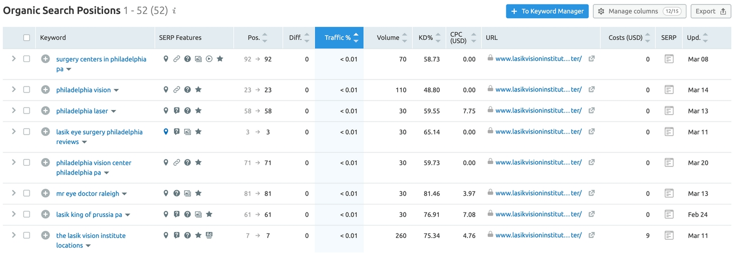
Organic Research: lewislasik.com

US 641 | CA 32 | AU 22 | Device: Desktop | Date: Mar 21, 2021 | Currency: USD

Keywords 641 0.16% | Traffic 266 -1.12% | Traffic Cost $199 12.43% | Branded Traffic 168 0.0% | Non-Branded Traffic 98 -2.97%

A competitor’s Organic Research report

Organic research trends can be limiting in local SEO campaigns, though. For brick and mortar businesses, more than 50% of the magic happens through local search. The Organic Research tool gave Pix-l Graphx insight into how competitors performed over local drivers like Google Maps, Yelp, and Facebook.



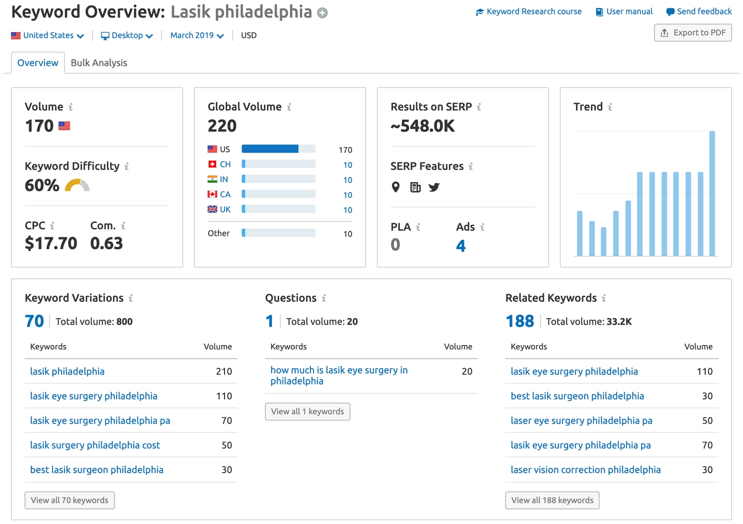
Organic Search Positions 1 - 52 (52)

Keyword	SERP Features	Pos.	Diff.	Traffic %	Volume	KD%	CPC (USD)	URL	Costs (USD)	SERP	Upd.
surgery centers in philadelphia pa		92 → 92	0	< 0.01	70	58.73	0.00	www.lasikvisioninstitut…ter/	0		Mar 08
philadelphia vision		23 → 23	0	< 0.01	110	48.80	0.00	www.lasikvisioninstitut…ter/	0		Mar 14
philadelphia laser		58 → 58	0	< 0.01	30	59.55	7.75	www.lasikvisioninstitut…ter/	0		Mar 13
lasik eye surgery philadelphia reviews		3 → 3	0	< 0.01	30	65.14	0.00	www.lasikvisioninstitut…ter/	0		Mar 11
philadelphia vision center philadelphia pa		71 → 71	0	< 0.01	30	59.73	0.00	www.lasikvisioninstitut…ter/	0		Mar 20
mr eye doctor raleigh		81 → 81	0	< 0.01	30	81.46	3.97	www.lasikvisioninstitut…ter/	0		Mar 13
lasik king of prussia pa		61 → 61	0	< 0.01	30	76.91	7.08	www.lasikvisioninstitut…ter/	0		Feb 24
the lasik vision institute locations		7 → 7	0	< 0.01	260	75.34	4.76	www.lasikvisioninstitut…ter/	9		Mar 11

A competitor’s Organic Positions report

Identifying Keywords

The team at Pix-l Graphx collected statistics from competing pages, evaluated Columbus LASIK Vision’s unique offerings, brainstormed, and used the Semrush Keyword Overview tool to finalize the first keyword list draft. The tool also helped identify related keywords and variations to bolster each landing page.



Keyword Overview: Lasik philadelphia

United States | Desktop | March 2019 | USD

Volume 170

Keyword Difficulty 60%

CPC $17.70 | Com. 0.63

Global Volume 220

US	170
CH	10
IN	10
CA	10
UK	10
Other	10

Results on SERP ~548.0K

SERP Features

PLA 0 | Ads 4

Keyword Variations 70 | Total volume: 800

Keywords	Volume
lasik philadelphia	210
lasik eye surgery philadelphia	110
lasik eye surgery philadelphia pa	70
lasik surgery philadelphia cost	50
best lasik surgeon philadelphia	30

View all 70 keywords

Questions 1 | Total volume: 20

Keywords	Volume
how much is lasik eye surgery in philadelphia	20

View all 1 keywords

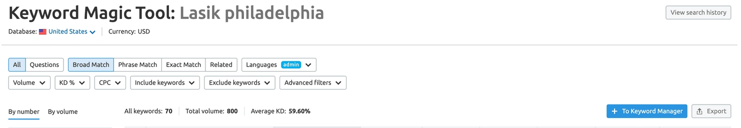
Related Keywords 188 | Total volume: 33.2K

Keywords	Volume
lasik eye surgery philadelphia	110
best lasik surgeon philadelphia	30
laser eye surgery philadelphia pa	50
lasik eye surgery philadelphia pa	70
laser vision correction philadelphia	30

View all 188 keywords

Additionally, the Keyword Magic Tool helped zero in on the most valuable keywords.

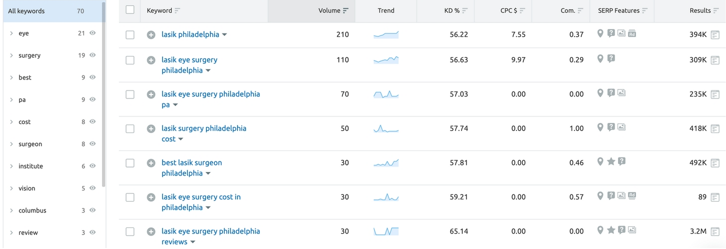
“The Keyword Magic Tool is perfect for large-scale keyword research since it organizes and filters results by the strongest keywords,” Peeyush adds.



Keyword Magic Tool: Lasik philadelphia

Database: United States | Currency: USD

All keywords: 70 | Total volume: 800 | Average KD: 59.60%



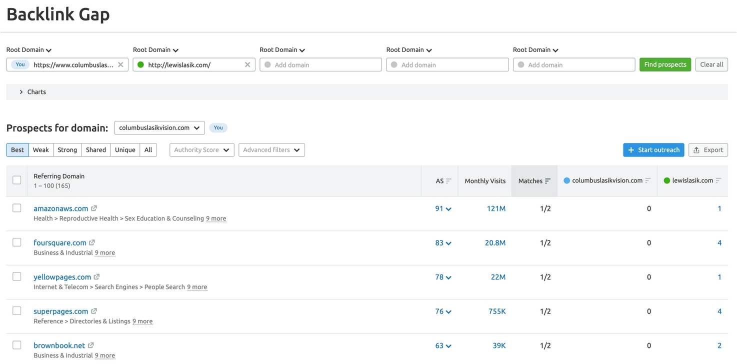
All keywords	70
eye	21
surgery	19
best	9
pa	9
cost	8
surgeon	8
institute	6
vision	5
columbus	3
review	3

☐	Keyword	Volume	Trend	KD %	CPC $	Com.	SERP Features	Results
☐	lasik philadelphia	210		56.22	7.55	0.37		394K
☐	lasik eye surgery philadelphia	110		56.63	9.97	0.29		309K
☐	lasik eye surgery philadelphia pa	70		57.03	0.00	0.00		235K
☐	lasik surgery philadelphia cost	50		57.74	0.00	1.00		418K
☐	best lasik surgeon philadelphia	30		57.81	0.00	0.46		492K
☐	lasik eye surgery cost in philadelphia	30		59.21	0.00	0.57		89
☐	lasik eye surgery philadelphia reviews	30		65.14	0.00	0.00		3.2M

Next, Pix-I Graphx grouped keywords to identify top landing pages for the new site, create strong navigation elements, and build an SEO-friendly website structure.

Improving Off-Site Visibility

For local businesses, off-site visibility on such directories as Yelp, Google Maps, and Facebook is imperative. To find all possible off-site listings for their client, Pix-I Graphx searched competitor listings in the Backlink Gap tool. The results are ordered by authority score so the team easily identified prime local directories with high-yield traffic and referral potential.



☐	Referring Domain 1 – 100 (165)	AS	Monthly Visits	Matches	columbuslasikvision.com	lewislasik.com
☐	amazonaws.com Health > Reproductive Health > Sex Education & Counseling 9 more	91	121M	1/2	0	1
☐	foursquare.com Business & Industrial 9 more	83	20.8M	1/2	0	4
☐	yellowpages.com Internet & Telecom > Search Engines > People Search 9 more	78	22M	1/2	0	1
☐	superpages.com Reference > Directories & Listings 9 more	76	755K	1/2	0	4
☐	brownbook.net Business & Industrial 9 more	63	39K	1/2	0	2

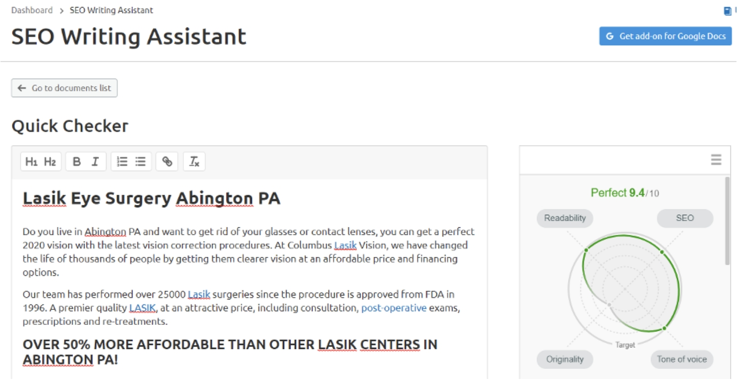
Content Creation

Pix-I Graphx was tasked with ranking the pages for multiple keywords and center locations. The team was able to use location-specific terms to yield multiple search rankings from one landing page:

LASIK [city name]
LASIK center [city name]
LASIK surgery [city name]
Traditional LASIK [city name]
Custom LASIK [city name]
Wavefront LASIK [city name]
PRK procedure [city name]
LASIK cost [city name]
LASIK financing [city name]
LASIK procedure [city name]
LASIK reviews [city name]

With the help of Semrush’s SEO Writing Assistant tool, the Pix-I team built **SEO-friendly content for geo-specific pages**, which performed well after the launch. The tool gave actionable SEO recommendations like related keywords, the copy’s optimal length and readability, tone of voice, originality, and more.

“Along with the website page content, the tool also helped us optimize results for the Google My Business description,” Peeyush says.



Lasik Eye Surgery Abington PA

Do you live in Abington PA and want to get rid of your glasses or contact lenses, you can get a perfect 2020 vision with the latest vision correction procedures. At Columbus Lasik Vision, we have changed the life of thousands of people by getting them clearer vision at an affordable price and financing options.

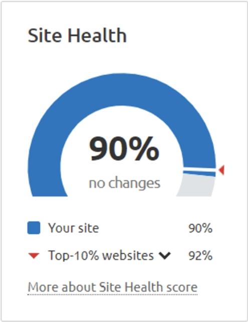
Our team has performed over 25000 Lasik surgeries since the procedure is approved from FDA in 1996. A premier quality LASIK, at an attractive price, including consultation, post-operative exams, prescriptions and re-treatments.

OVER 50% MORE AFFORDABLE THAN OTHER LASIK CENTERS IN ABINGTON PA!

Eye Exam

Like a thorough eye exam, Pix-I Graphx diagnosed the LASIK Center's site health with the Semush Site Audit. "This tool identifies errors and warning data on each page," Peeyush explains. "It helped us find and fix critical errors in page-level SEO and crawlability, improve overall website health, and further boost keyword rankings."

By correcting possible technical errors, the team kept the health score above 90%.



Site Health

90%

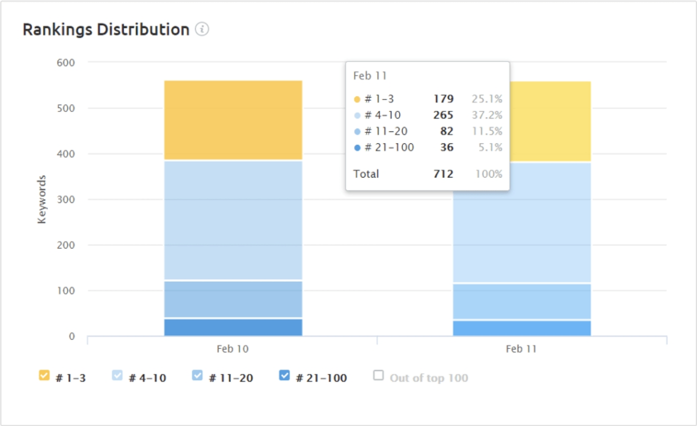
no changes

Your site	90%
Top-10% websites	92%

Results:

- 444 keywords ranking on the first page of Google 15 months after site launch

With consistent efforts, Columbus LASIK Vision holds the top 3 positions on SERPs for 179 keywords and a total of 444 keywords on the first page of Google - that's 62% of the project's keyword base.



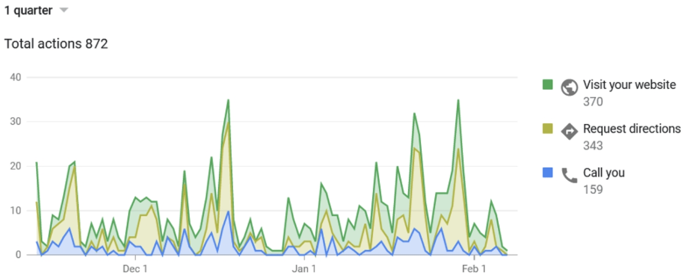
Rankings Distribution

Feb 11

# 1–3	179	25.1%
# 4–10	265	37.2%
# 11–20	82	11.5%
# 21–100	36	5.1%
Total	712	100%

- 300+ monthly leads

Consultation bookings and patient sign-ups are consistently growing month by month. The Google My Business listings for the website perform well across its four locations. **Each listing now generates 150+ direct calls every quarter, collectively creating 200 leads per month. The website's contact form generates another 100+ leads per month.**

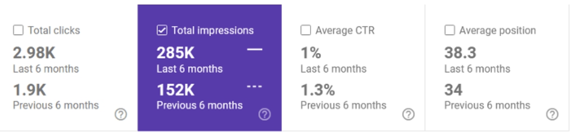


1 quarter

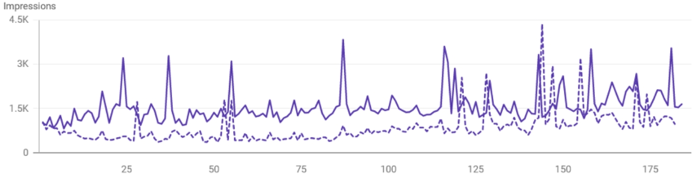
Total actions 872

Visit your website	370
Request directions	343
Call you	159

- The site saw 100% growth in Organic Impressions over the previous 6 months.



☐ Total clicks	☑ Total impressions	☐ Average CTR	☐ Average position
2.98K Last 6 months	285K Last 6 months	1% Last 6 months	38.3 Last 6 months
1.9K Previous 6 months	152K Previous 6 months	1.3% Previous 6 months	34 Previous 6 months



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