

# SEO CAMPAIGN CASE STUDY



# MANHATTAN LASIK CENTER

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## OVERVIEW

Manhattan LASIK Center is a leading LASIK center in Manhattan, NY, offering advanced vision correction procedures to its patients. The company approached our agency to optimize their online presence and improve organic search visibility. This case study details the SEO campaign we executed for them, which resulted in significant improvements in keyword rankings, organic traffic, conversions, and calls from Google My Business listings.

## GOALS

1. Improve keyword rankings for targeted keywords
2. Increase organic website traffic
3. Boost conversions from organic search
4. Increase calls from Google My Business listings

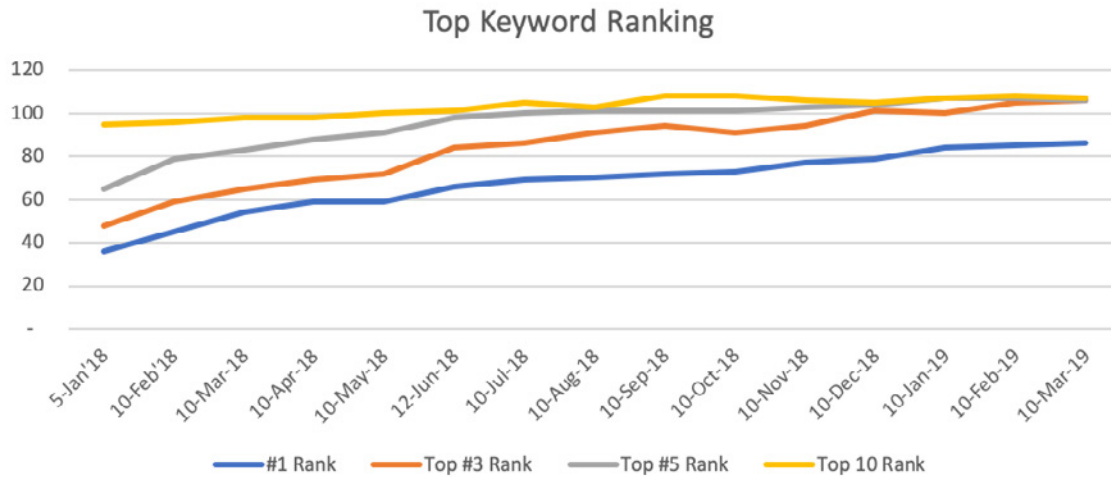
## STRATEGY

Our SEO campaign for Manhattan LASIK Center consisted of the following actions:

1. Analyzed the business, industry, and competition
2. Prepared an action plan
3. Identified the most suitable keywords
4. Optimized Google My Business listings for Paramus NJ, Roslyn NY, and Manhattan NY locations
5. Optimized website pages
6. Enhanced website content
7. Added new blog posts to the website regularly
8. Conducted a technical SEO audit and fixed technical issues
9. Performed ongoing off-page SEO activities to build local citations

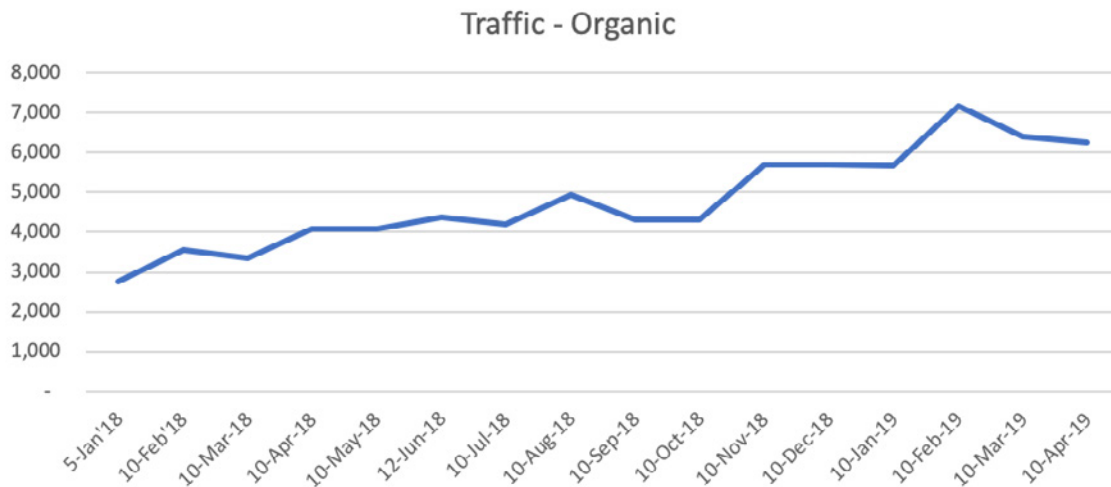
# RESULTS

## KEYWORD RANKING IMPROVEMENT



As shown in the graph, the number of keywords ranking at position #1 increased from 36 to 85, with a peak of 86 in March 2019. The number of keywords in the top 3, top 5, and top 10 positions also saw significant improvements during the campaign.

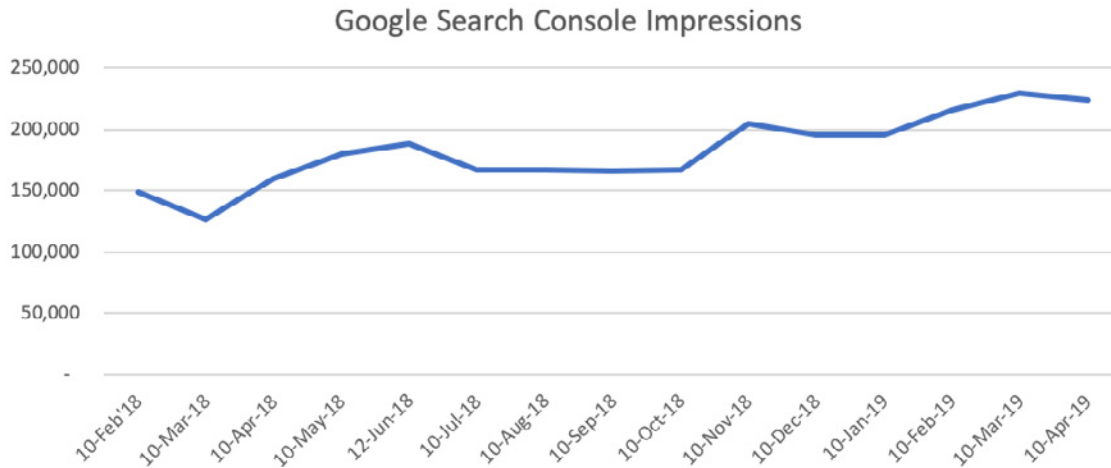
## MONTHLY ORGANIC TRAFFIC GROWTH



Organic website traffic increased from 2,776 in January 2018 to 6,255 in April 2019, with a peak of 7,180 in February 2019. This represents a substantial increase in organic traffic and demonstrates the effectiveness of our SEO campaign.

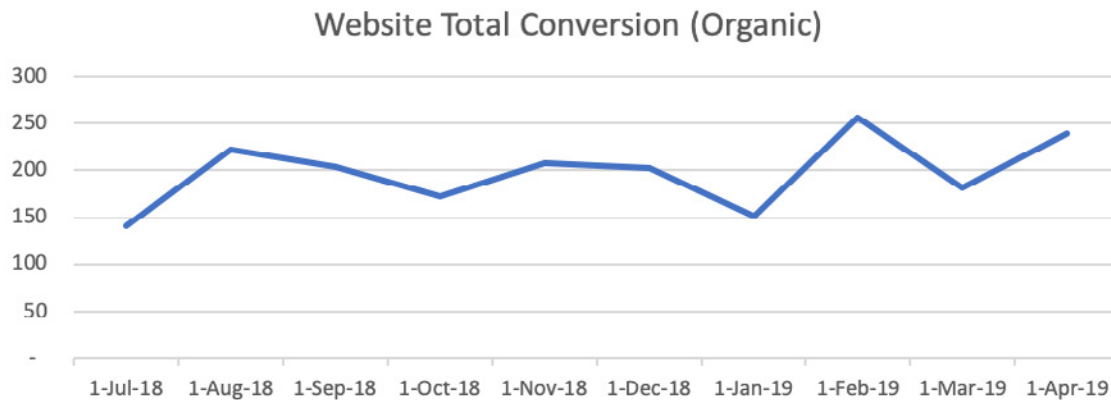
# RESULTS

## SEARCH CONSOLE IMPRESSIONS



Google Search Console impressions increased from 149,000 in January 2018 to 224,000 in April 2019, with a peak of 230,000 in February 2019. This indicates a higher visibility of the website in Google search results, which contributed to the increased organic traffic.

## CONVERSIONS



Website conversions from organic search increased from 141 in July 2018 to 239 in April 2019, with a peak of 257 in February 2019. This improvement in conversions is a clear indication that our SEO campaign not only drove more traffic to the website but also resulted in more potential customers taking action.

# RESULTS

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## ***CALLS FROM GOOGLE MY BUSINESS LISTINGS***

During the course of the campaign, calls from Google My Business listings grew by 200%. The Center started receiving over 400 direct call leads per month, significantly enhancing their lead generation efforts.

## **CONCLUSION**

Our SEO campaign for Manhattan LASIK Center was successful in achieving the goals set out at the beginning. We improved keyword rankings, increased organic traffic, boosted conversions from organic search, and significantly increased calls from Google My Business listings. This case study demonstrates the power of a well-executed SEO campaign in driving growth and success for businesses in the competitive medical field.