Organic Pageviews Increased by

50.12%

in Just 5 Months for a Dental Clinic

Presented by SEO Experts Company India

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Backlink profile | Organic search | Paid search

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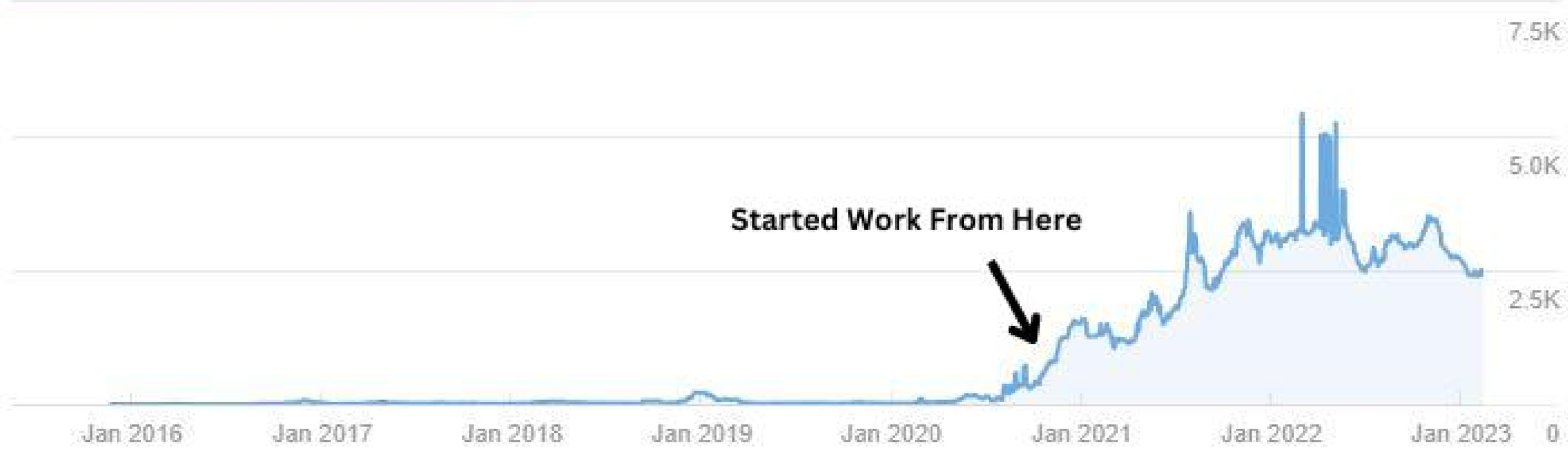
Monthly volume | All countries

Organic traffic 2,510 /month

All time | One year | Last 30 days | Export



PROJECT GOAL

A key goal for this dental clinic was to increase its organic traffic to reach more customers.

After completing a thorough audit, it was determined that this client's website had substantial Search Engine Optimization (SEO) issues.

I am pleased to demonstrate how the team at **SEO Experts Company India** was able to increase this client's monthly organic traffic by 50.12% over a period of five months.

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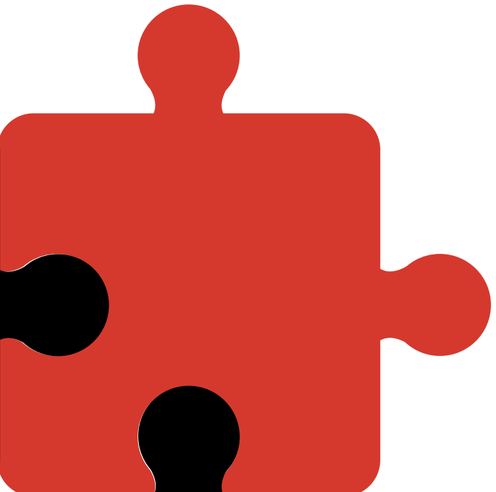
After completing a thorough audit, we implemented the following solutions to achieve our desired results

1. Call-to-action prompts were added to each blog post with updated content.
2. We implemented strategies to earn quality backlinks that could improve the clinic's website's visibility.
3. We fixed the product pages which were not functioning properly one by one.
4. The content on the category pages was optimized to create the best possible user experience.
5. A breadcrumb navigation feature was incorporated for offering easier navigation to the users and boost SEO.



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CALL-TO-ACTION PROMPTS WERE ADDED TO EACH BLOG POST WITH UPDATED CONTENT

We included a lot of CTAs (calls to action) in the blog entries pertinent to searchers' queries, which raised the client's order calls and income.

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2

EARNED QUALITY BACKLINKS

The development of backlinks is Google's most significant ranking element.

We began acquiring connections from relevant, high-quality websites after putting the right backlinking strategy in place, which assisted us in increasing the overall domain authority of our client's website.

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3

FIXED BROKEN LINKS

In this instance, Google had indexed over 25 product pages on the website, but they were loading as "broken" or blank pages with a "200" HTTP response code.

By including a "no index, no follow" Meta robots tag in the HTML code of each page, we went through and deindexed all of these pages.

Pro Tip: If you're ever unclear whether a particular page is indexed, a fast site: search will show you the correct information.

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4 OPTIMIZED CONTENT ON CATEGORY PAGES

The website's primary landing pages weren't optimized for the keywords. Moreover, several category pages also required more content.

We improved the information already available on category pages by doing the following:

a) Added relevant keywords to the core and other important pages.

b) We made more improvements by considering the user intent of each page and adding or removing content as appropriate to address the issues with thin content.

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5

BREADCRUMBS NAVIGATION

The client's website lacked breadcrumb navigation when they contacted us, so we implemented it to improve the dental clinic's site's SEO health.

With the breadcrumb integration, users can trace their steps from the page they are now on to the main page of your website.

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THE RESULTS WE ACHIEVED

Our client's website's organic traffic increased by **50.12% in just 5 Months!**

In other words, thanks to the efforts of our team, the number of organic visitors increased from **63,686 to 95,604.**

So there you have it...

...the challenges we faced, the strategy we built, and the results we delivered.

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Organic Traffic
-7.44% Pageviews

+ Add Segment

Sep 1, 2022 - Jan 31, 2023
Compare to: Apr 1, 2022 - Aug 31, 2022

Overview

Pageviews VS. Select a metric

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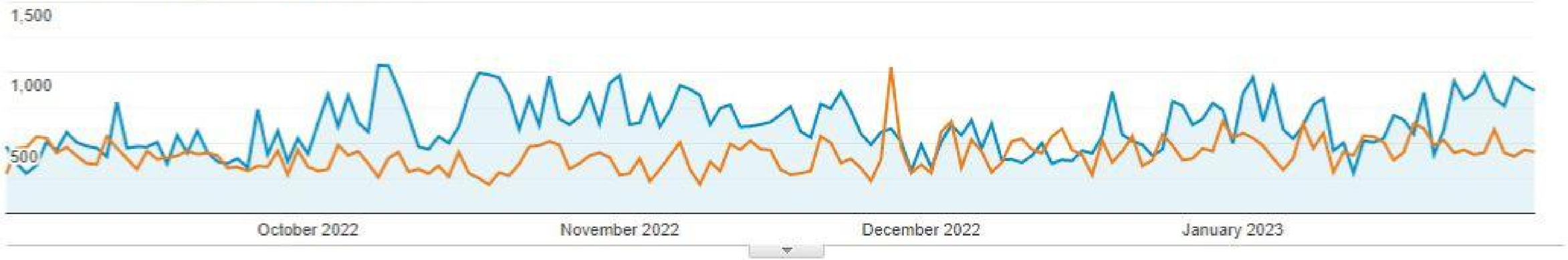
Hourly | Day | Week | Month

Sep 1, 2022 - Jan 31, 2023: Pageviews
Apr 1, 2022 - Aug 31, 2022: Pageviews



Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
Organic Traffic	Organic Traffic	Organic Traffic	Organic Traffic	Organic Traffic
50.12%	45.20%	-4.31%	13.43%	3.81%
95,604 vs 63,686	66,836 vs 46,030	00:01:07 vs 00:01:10	43.64% vs 38.48%	24.19% vs 23.30%

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THANK YOU

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