



## Content Case Study - Medical

### The client:

The Client focuses on providing podiatric services, helping patients with chronic problems, including chronic ankle instability, arthritis pain, ankle fractures, and tendonitis

### Niche:

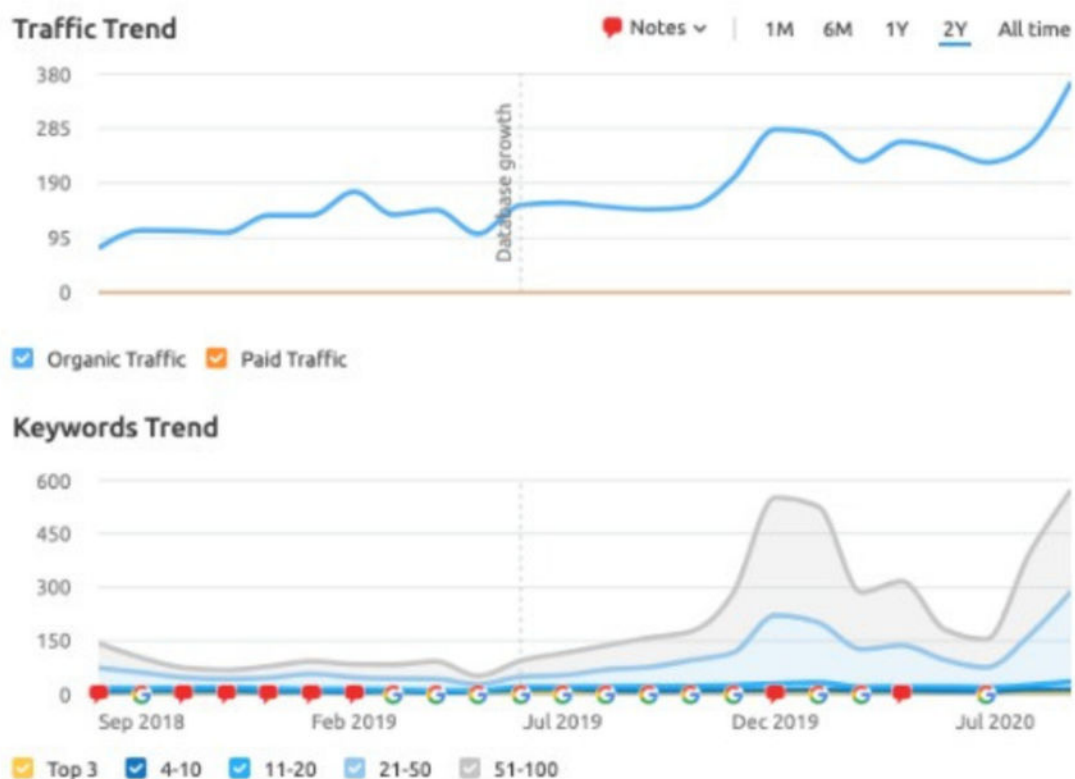
Medical / Healthcare

### The Solutions:

We've worked on many page optimizations for this client to help increase keyword rankings, organic traffic, and conversions. We optimized existing service pages with new, high-volume queries, and rewrote content fitting the Google NLP algorithm.

### The Results:

The pages are still pretty newly published but we can already see they are picking up momentum in keyword rankings that dipped last year.



Keyword	Start	Rank	1d	7d	Life	Search Vol.	Search Location
ingrown toenails	> 100	1	—	—	↑ 99	368,000	Provo, UT, USA
plantar fasciitis	> 100	14	↑ 2	↑ 86	↑ 86	1,000,000	Provo, UT, USA
foot clinic	> 100	28	—	—	↑ 72	8,100	Provo, UT, USA
foot and ankle clinic	> 100	42	—	—	↑ 58	8,100	Provo, UT, USA
foot and ankle doctor	> 100	62	—	↓ 4	↑ 38	4,400	Provo, UT, USA
foot and ankle specialist	19	1	—	—	↑ 18	8,100	Saratoga Springs, UT,...
podiatrist	17	1	↑ 1	—	↑ 16	450,000	Saratoga Springs, UT,...
foot and ankle doctor	10	1	—	—	↑ 9	4,400	Saratoga Springs, UT,...
foot and ankle clinic	10	1	↑ 1	↑ 1	↑ 9	8,100	Saratoga Springs, UT,...
foot clinic	11	3	↑ 2	↑ 2	↑ 8	8,100	Saratoga Springs, UT,...
foot and ankle clinic	8	1	—	—	↑ 7	8,100	American Fork, UT 8...
ankle doctor	7	2	—	—	↑ 5	1,600	American Fork, UT 8...
foot and ankle doctor	7	2	—	—	↑ 5	4,400	American Fork, UT 8...
ankle doctor	6	1	—	—	↑ 5	1,600	Saratoga Springs, UT,...
foot and ankle clinic	7	3	—	—	↑ 4	8,100	Saratoga Springs, UT,...
foot and ankle doctor	6	4	↑ 2	↑ 2	↑ 2	4,400	American Fork, UT 8...