

Client Success – Veterinarian – **625.8%** increase in organic traffic year over year and a **25%** increase in calls

Strategic Objective

Increase organic traffic for an animal hospital in South Boston.

Initial Insight

We identified the biggest issue with this client was lack of content strategy, they needed direction on which keywords to target that would help improve organic traffic.

Direction

We started writing keyword-focused blog posts for them. One of those posts began to get high traffic, so we optimized the structure on the page so it would get Google Answers. It did, and we got even more traffic to that post. We did further keyword research to look for keywords with the highest search volume and found that there was an opportunity for content around “why does my dog...” and “why does my cat...”, for example: why does my dog scratch his face on the ground? We wrote around these topics and added attractive CTAs for both free consultations and scheduling an appointment with more conversions coming from the schedule an appointment CTA. We added that in the middle of the content due to a featured image above the text itself. We continued working that strategy, making sure to follow the Google Answers page structure and started to see increases in traffic.

Results

Our efforts paid off, we saw a **625.8% increase in organic traffic year over year** and a **25% increase in calls** generated from their listing.

