

# Case Study

## SEO CASE STUDY - Newcastle Dentists

### OVERVIEW

- Newcastle Dentists
- implant dentistry
- Looking to Improve Organic Traffic & Rankings
- Drop in Ranking due to Google Algorithm Update
- Lost almost 20% Organic Searches in September 2020

### GOALS

- Analyz current SEO standards
- Organic Searches gets increased
- Recover Organic Traffic lost due to Google Algorithm
- Improvement in rankings
- Continous improvements in rankings and organic traffic

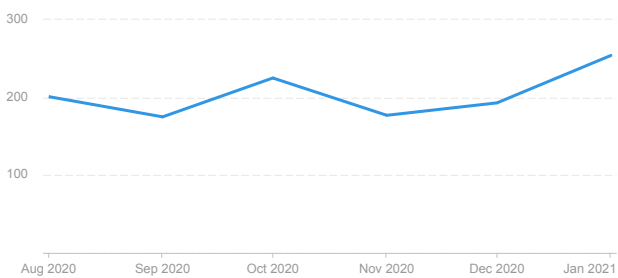
### RESULTS

- Organic Traffic Improved
- Organic Rankings Improved
- Organic Sessions Improved
- All major Keywords on 1st & 2nd Position on 1st Page

## ORGANIC TRAFFIC

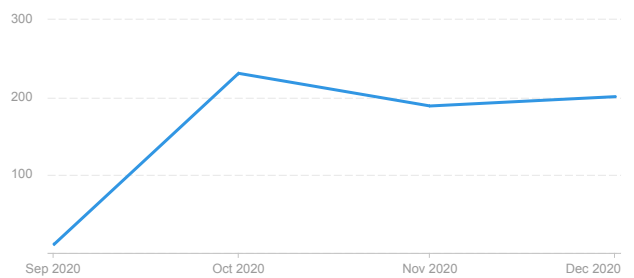
GA Organic Searches

1,225



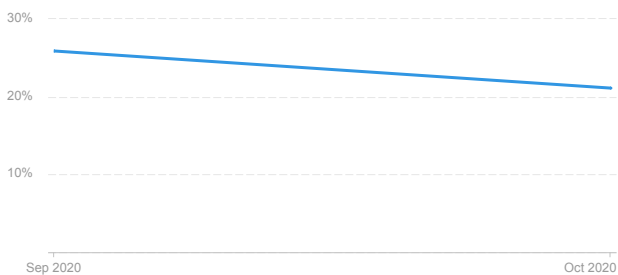
GA Users

631



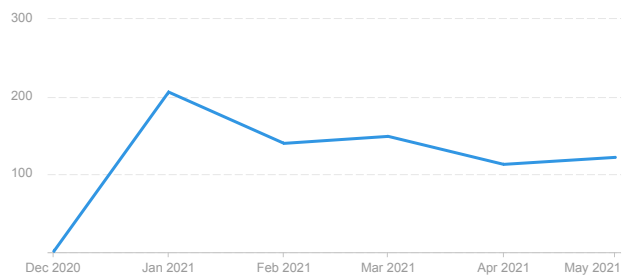
GA Goal Conversion Rate

23.39%



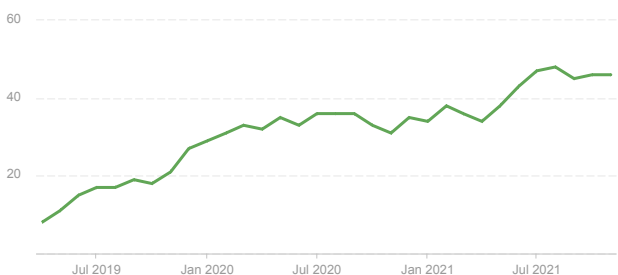
GA Goal Completions

730



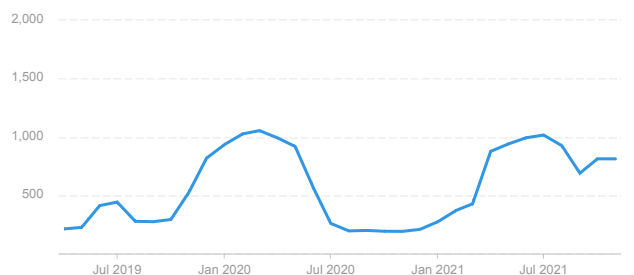
Referring Domains

46

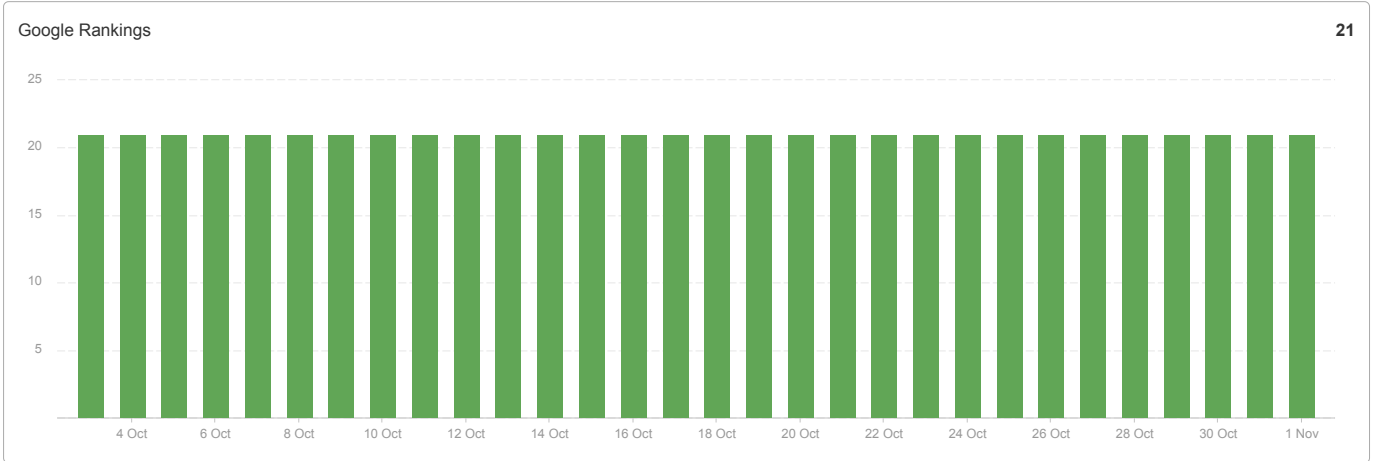


Backlinks

812



# Rankings



Showing 6 of 6 Rows

KEYWORD	GOOGLE ▲
★ newcastle city dental	1 <sup>st</sup>
★ newcastle family dental care	1 <sup>st</sup>
★ newcastle family dental	1 <sup>st</sup>
★ pediatric dentist newcastle	2 <sup>nd</sup>
★ kids dentist newcastle	2 <sup>nd</sup>
★ dental crowns newcastle	2 <sup>nd</sup>