



CASE STUDY

LEAD GENERATION & ORGANIC TRAFFIC GROWTH THROUGH SEO SERVICES

ABOUT THE COMPANY

Inspo Dental is a female-founded, luxury dental studio located in the heart of coveted Red Bank, New Jersey. With a focus on blending cutting-edge technology and personalized care, our dedicated team gets to know each of our patient's specific needs to ensure the highest standards of dental excellence and service.

THE SITUATION: NEED FOR CLIENTS

After we designed the Inspo Dental website, we remained engaged to build out an SEO keyword strategy to ensure they are ranking well for desired keywords, as well as driving significant organic traffic to their website. After auditing their website, we put together an aggressive SEO strategy to build out

additional content to help them rank for desirable keywords, build out weekly blogs, featured images, and infographics to keep the website's content fresh, and built out 21 services pages. We also just completed a second round of backlinking efforts to increase their domain authority.

Over the course of the first five months of engagement, we built out their domain authority from 0 to 13, increased their organic traffic to 276 monthly visitors, increased their backlinks to 2.2K, and increased the number of keywords that they rank for to 109, including 14 first page keywords. The current value of the organic traffic generated is \$1.1K per month.

THE SOLUTION - AN EFFECTIVE AND SCALABLE SEO STRATEGY



LINK BUILDING

On a quarterly basis, we build out backlinks from reputable websites (domain authority of 40 and above), linking to the website's homepage and other pages that are ranking well for keywords, reaching 2.2K total backlinks currently.



BLOG CREATION

We add custom blogs to the website on a weekly basis, ensuring that each blog is written to directly align to desirable keywords and a minimum of 2,000 words to offer enough content to rank appropriately.



CUSTOM IMAGERY

In addition to blog & content creation, we build out featured images for each of the blogs, infographic imagery to support certain topics, and provided a photoshoot for the dentist to showcase her expertise.



CONTENT CREATION

We built out 21 services pages, including more information around Red Bank and the surrounding areas to support location-based keywords, and expanded on the website's current content.

WHAT'S NEXT?

We're going to continue to build out organic search traffic to ensure that the ROI of their SEO investment is positive each month, based on the value of the traffic that we're driving to the website. In addition, we'll continue the quarterly backlinking initiative to increase their domain authority, which will help the rankings of the keywords we're targeting. By the 6-9th month mark, we'll successfully have high volume keywords on the first page of Google, solidifying their organic presence in the Red Bank area.

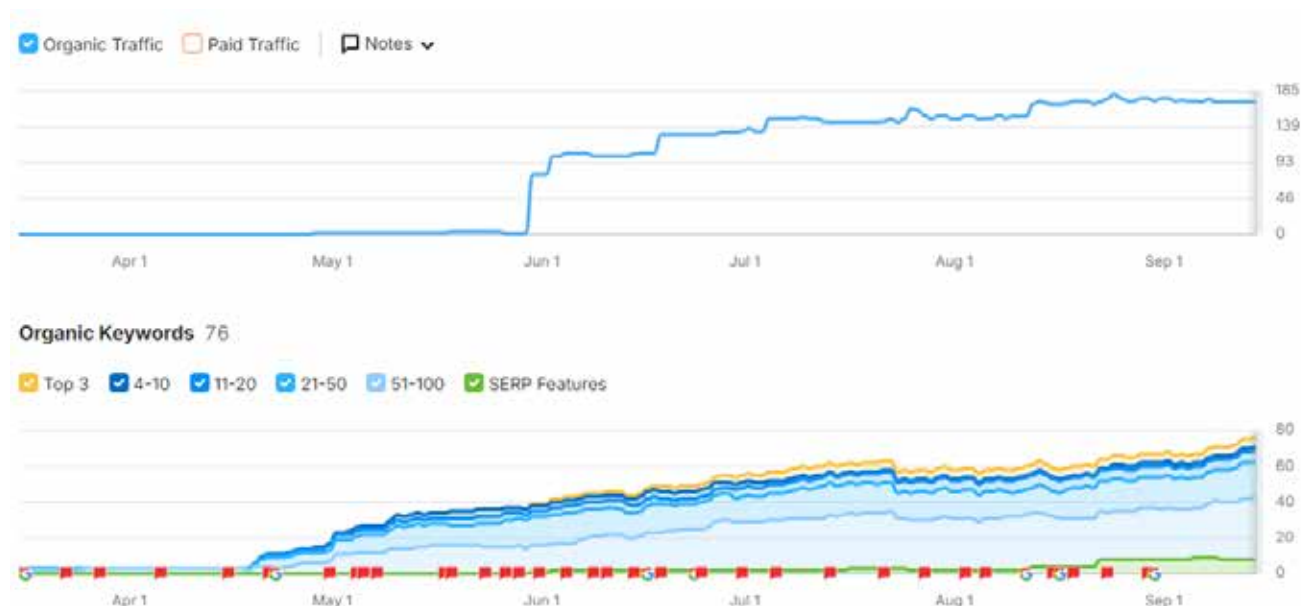
In addition, we're launching an advertising campaign to complement the ongoing SEO efforts, ensuring that all targeted keywords are either on the first page, either through paid or organic. As the organic keywords increase in rank, we'll pull back on the advertising budget. This strategy will allow us to drive significant relevant traffic to their website monthly.

MONTHLY
LEADS
GENERATED
40-50

VALUE OF
MONTHLY
TRAFFIC
\$1.1K

TOTAL NUMBER
OF RANKING
KEYWORDS
140

MONTHLY
ORGANIC
VISITORS
323



ABOUT BERTOLI MARKETING

Bertoli Marketing provides Fractional CMO, Demand Generation, and AI-Powered Website Optimization Services to startups and small businesses who either lack the functional marketing expertise, or they are not able to scale properly because they don't have the necessary infrastructure and strategy in place. Our proven methodology evaluates the organization's marketing mix to understand what's working and what needs improvement, we then build out an effective strategy to increase the website conversion rate, drive more engagement, and accelerate pipeline. We are so confident in our strategy that we guarantee an increase in your website conversion rate and lead generation in the first 6 months of engagement, or we'll provide an additional 6 months of support for free!

For more information, please visit www.bertolimarketing.com.