



KAIZEN SIGMA CASE STUDY

# Remedy for a Poor Local Presence

Increasing Organic Website Traffic 56%  
in 3 Months With SEO





## Background

Visibility is essential when it comes to surviving the growing digital climate, especially for businesses that are focused on selling local.

***Utilizing the latest SEO best-practices is the key to survival.***

Kaizen Sigma used SEO to help their client, a multi-location medical center, increase website traffic to their 11 locations. In just 90 days they achieved a 56% growth in website traffic!

## The Client

Optimal Life Medical Center<sup>2</sup> (OLMC) is a male clinic designed to help people feel young and energetic again. Founded in 2013 with 11 locations nationwide, the clinic offers local access to cutting edge programs, from the latest in testosterone replacement therapy, to medical weight loss programs and more.

Optimal Life Medical Center began with 66 target keywords with the intention of increasing organic rankings, which in turn would increase website traffic. As a business with multiple locations and services that rely on local clients, focusing on local service-related keywords was the number one priority.

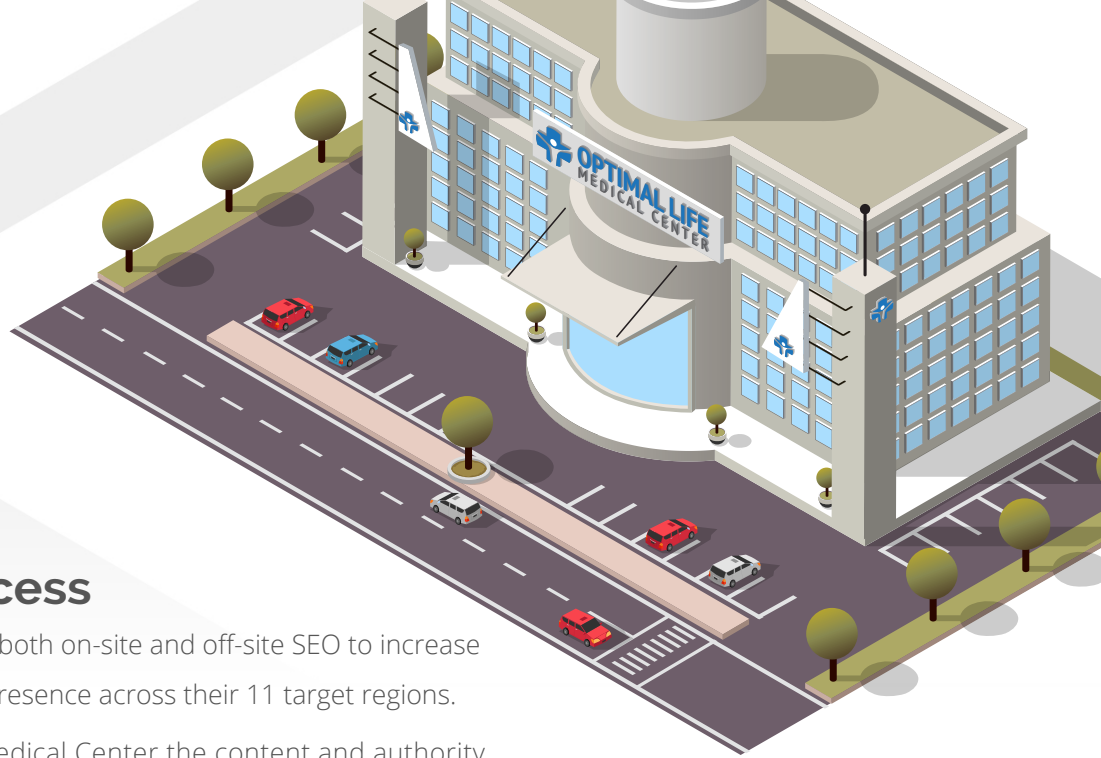
## Challenges

As a young business with locations in large cities like Chicago, Las Vegas, Denver, and Charlotte, growing a local presence is not easy. There is a lot of fierce local competition in any one of those cities, especially in the medical space.

Competing in one location alone would have been a challenge, but Optimal Life Medical Center faced growing their local presence in 11 locations at once!

1. <https://searchenginewatch.com/2018/01/23/how-to-get-started-with-local-seo/>

2. The names of the partner and business have been changed to protect their privacy, anonymity, and the spirit of white-label services



## The Campaign Process

The Kaizen Sigma SEO team utilized both on-site and off-site SEO to increase Optimal Life Medical Center's local presence across their 11 target regions.

The idea was to get Optimal Life Medical Center the content and authority inbound links that they needed to rank for their target keywords.

### Here's the step-by-step process:

**Step 1:** Before implementing the SEO campaign, our team ran a baseline keyword ranking report. This report was generated using the 66 target keywords chosen by our experts and approved by Optimal Life Medical Center.

**Step 2:** The team created and integrated vital missing content pages. Relevant keyword-related content was added to an optimized article section. The new pages were tagged and coded with the corresponding campaign's target keywords.

**Step 3:** The next step involved interlinking with industry-related businesses. This allowed Optimal Life Medical Center's backlink profile to become more relevant and authoritative right away.

**Step 4:** Finally, the agency was provided access to our live Data Report. This report shows links being generated, corresponding keywords, where the link appears, and relevancy score. Our system actively watches for new relevant link partners daily and check to ensure the links stay live over time.

All these tactics worked together in harmony to drive relevant traffic to Optimal Life Medical Center's website, with proven results delivered to the client in reports as we'll see next.

Total Keywords	Top 10	Top 20	Top 30	Top 40	Top 50	Top 100	Moved UP	Moved Down	Total move
66	140	24	11	9	3	3	+89932	-36	+89896

## Results

With the new top 10 results, Optimal Life Medical Center experienced a **56% increase** in daily organic traffic, as well as a **61% increase** in additional keyword exposure over the 3 months of the campaign.



### ORGANIC SEARCH

**13.9K** TRAFFIC

SEMrush Rank	100K
Keywords	6.7K
Traffic Cost	\$10.4K





## Takeaways




- 1. Make sure you have content pages built for essential target keywords:** In competitive markets, creating pages around essential services and keywords is crucial. These pages create a keyword hub that attracts search engines, which increases the likelihood that they'll be displayed for relevant keywords searches. It also provides a place where website visitors can get more information about your business. These types of pages were created for Optimal Life Medical Center to fill missing gaps in keyword optimization.
- 2. Don't neglect link-building:** Backlinks are considered the number one factor in whether or not your website ranks. Links allow search engines to analyze the relevance and popularity of websites and specific pages based on the pages linking to them. Manual link-building can be a tedious and time-consuming process, so having an effective system to gain relevant backlinks is essential. This interlinking with industry-related businesses was core to Optimal Life Medical Center's ranking improvements.
- 3. Use industry-specific keywords that reflect proper user intent:** The goal of SEO is to mirror the phrase searchers type in Google. Over the years users have gotten smarter about their search queries, and now the average user knows that a nondescript search will return unhelpful results. This means the average Google search is usually a three word phrase. Better targeting in keywords leads to better performance in search results, higher conversion rates, and happier clients. Optimal Life Medical Center's keywords were thus targeted specifically to reflect their services and office locations.

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