



SEARCH ENGINE OPTIMIZATION CASE STUDY

March 2018 - Till Date



Content Outline



About Us



Client's Introduction



Situation



Challenges



Strategies Followed



Traffic at a Glance



Business Impact



About us:



PeddleWeb is a group of digital marketing intellectuals who hold years of experience working in this field. With our digital marketing skills, experience and knowledge, we have successfully served numerous clients and have created a huge base of satisfied customers throughout the world.

We don't believe in selling fixed knowledge to clients. Our key aim is to understand the nature and requirements of our client's business and accordingly align the strategies with it.

With our focused approach towards our job, we can determine the right digital opportunity, which allows us to help our clients in solving their complex business problems.

Client's Introduction:



TruCare Dentistry Roswell is a Family Dentistry in Roswell, GA. It provides every kind of Dental Services like General Dentistry, Implant Dentistry, Cosmetic Dentistry, Emergency Dental Care, TMJ Disorder, Sleep Apnea Treatment, Periodontal Care, Oral Surgery And Extraction, Sedation Dentistry, Invisalign and Children's Dentistry.



Situation:

Dr Toral at TruCare Dentistry had a very specific requirement for us to get Local Rankings with Quality backlinks only. Being into a Local Business, they expected rankings in the Local Pack for genuine visitors on their website without Paid Marketing.

This expectation needed a pure SEO based strategy.



Challenges:



Too many competitor backlinks from high DA websites was indeed a challenge for us during the initial stage. But when you start getting results, you start accepting more challenges and put all your efforts on it and that's how we came up with Local Rankings for this client.



Strategies Followed:

1. Enhance user experience and rankings through Website revamp
2. Focused on On-Page SEO
3. Focused more on Competitor Analysis
4. Content Marketing
5. Drive Traffic to the Website
6. Google My Business Optimization



Updated Web Pages:

FAQ Section on service pages

Teeth Whitening FAQs

- ▶ What causes discoloration or yellow teeth?
- ▶ What teeth whitening options are there?
- ▶ How long does my treatment last?
- ▶ How can I maintain my white teeth after whitening treatment?
- ▶ Who may benefit from tooth whitening?
- ▶ Is whitening safe?
- ▶ Is there any difference between over-the-counter tooth whiteners and in office whitening?
- ▶ Are there any side effects of whitening?



Like 145

Call (678) 321-7575

920 Marietta Highway, Suite 330, Roswell, GA 30075

Insurance & Financing

Book an Appointment

Write A Review


Read Reviews

FAMILY, COSMETIC AND IMPLANT DENTISTRY AT TRUCARE
DENTISTRY ROSWELL GA

Insurances works great here – Convenient for Sandy Springs, Marietta and Roswell Dental Care

Meta Tags & Headings

Regular Website Blog Posting




Here's everything about dental care during COVID 19 pandemic 30
APR 2020

by Dr. Toral Ardeshna | posted in: General Dentistry | 0


COVID 19 is said to be present in at least 160 nations around the world. Most patients show symptoms like shortness of breath, cough, fatigue, and fever. Individuals may start showing these signs after 2 to 14 days from getting ... [Continued](#)

▼ dental care during coronavirus, dental care during covid 19




TruCare Dentistry offers cosmetic dentistry procedures that can make you feel confident 24
MAY 2020

by Dr. Toral Ardeshna | posted in: Cosmetics Dentistry | 0




The patient's confidence and overall appearance can change tremendously, even with minor cosmetic changes. Issues like crooked, stained, or missing teeth can be handled with advanced procedures. These techniques help in restoring a beautiful smile as well as chewing power. ... [Continued](#)

▼ Cosmetic Dentistry, cosmetic dentistry in roswell ga, cosmetic dentistry procedures, Teeth whitening, veneers and laminates



5 Myths About Mouth Cancer 19
MAY 2020


by Dr. Toral Ardeshna | posted in: Oral Cancer | 0



What is Mouth Sensitivity? Quite often, you might have felt a slight twinge in your mouth when you consume hot, cold, sweet, or even acidic food and drinks. At times, you might have even felt that even cold air aggravates ... [Continued](#)

▼ best treatment for mouth cancer, gum cancer from smoking, myths about mouth cancer

Contact Us Form



MEET YOUR DENTIST
Dr. Toral has been serving the community since 2009.

SCHEDULE YOUR VISIT NOW!

Name

Email

(XXX) XXX-XXXX

Submit >

Call Us Now
(678) 321-7575

Google my Business:

emergency dentistry in roswell GA

Map data ©2020 Google

Rating ▾ Hours ▾

Acute Emergency Dental Care
5.0 ★★★★★ (1) · Emergency dental service
565 Colonial Park Dr #100
+1 770-641-8111

TruCare Dentistry Roswell
5.0 ★★★★★ (119) · Emergency dental service
920 Marietta Hwy #330
Closes soon · 3:30PM · +1 678-321-7575
"Made a emergency situation feel like a walk in the park. Thank you ..."

WEBSITE DIRECTIONS

WEBSITE DIRECTIONS

TruCare Dentistry Roswell

Website Directions Save

5.0 ★★★★★ 119 Google reviews
Dentist in Roswell, Georgia

Address: 920 Marietta Hwy #330, Roswell, GA 30075, United States
Hours: Closed · Opens 8:30AM Tue -
Phone: +1 678-321-7575
Appointments: trucaredentistry.com

Suggest an edit · Own this business?

Know this place? Answer quick questions

Products [View all](#)

Cosmetic Dentist... From product po...
Dental Implant D... From product po...
General Dentisr... From product po...

Website Traffic Analysis:



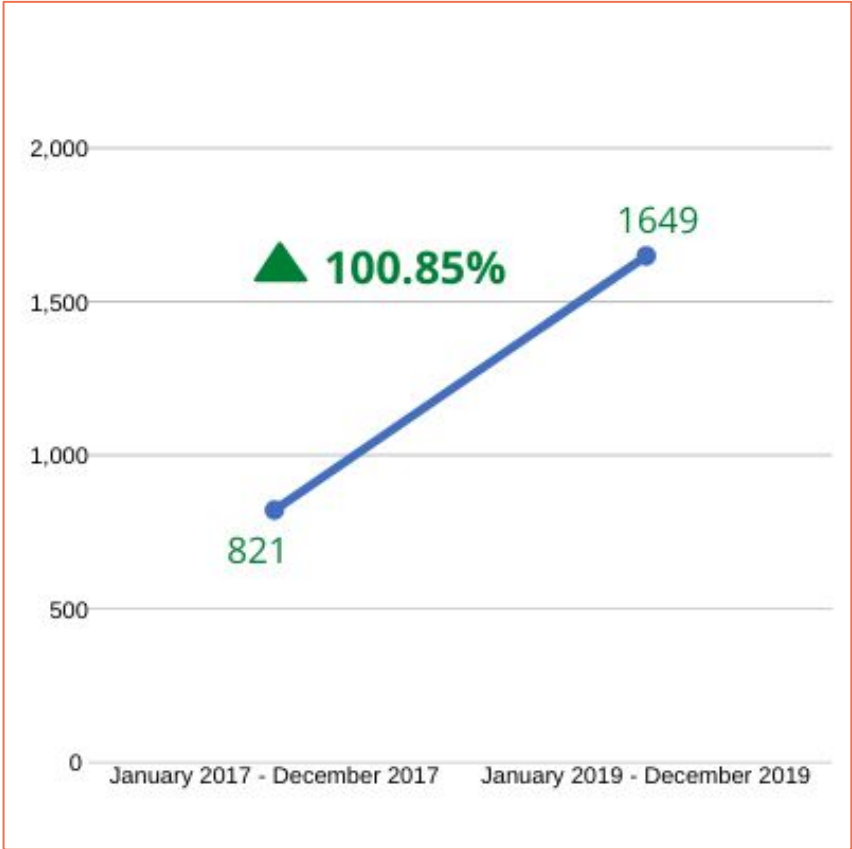
Website Traffic:

January 2017 to December 2017 - **3431**

January 2019 to December 2019 - **5306**

42.87% increased

Organic Traffic:



ORGANIC TRAFFIC:

January 2017 to December 2017 - **821**

January 2019 to December 2019 - **1,649**

100.85% increased


Zero Rankings:

Root Canal Treatment Roswell

All Images Videos News Maps More Settings Tools

About 2,86,000 results (0.43 seconds)

The **treatment** cost varies, depending on the **tooth** and other complications. The charges for front teeth can be between \$700 - \$900. For molars, it can be between \$900 - \$1500, while a bicuspid **root canal** may require between \$700-1000.



www.trucaredentistry.com › root-canal-treatment ▾

[Root Canal Treatment - TruCare Dentistry Roswell](#)

Top Ranking Keywords

Sr No	Keywords
1	Roswell Dentists
2	Dental Services in Roswell GA
3	Dental Bonding in Roswell GA
4	Root Canal Treatment Roswell
5	Best Cosmetic Dentist Roswell GA
6	TMJ Disorder Treatment Roswell GA
7	Teeth Straightening Roswell
8	General Dentistry Roswell
9	Teeth Whitening Dentist Roswell GA
10	Emergency Dentist Roswell



THANK YOU

