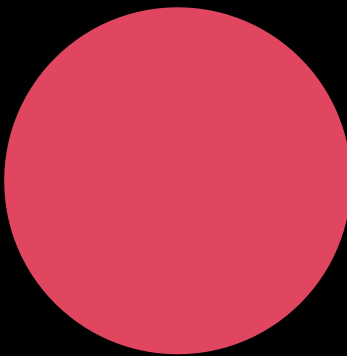


HOW THE DIGITAL TRANSFORMATION REDEFINES MODERN SEO CAMPAIGNS



DEL SUR
RANCH DENTAL
COMPLETE HEALTH DENTISTRY



OVERVIEW OF PROJECT



Business Type: Dental Services

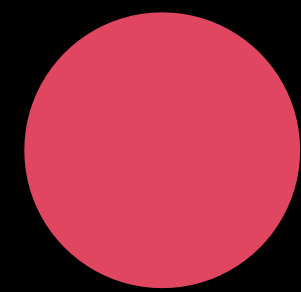
Business Objective:

The primary goal of the project is to facilitate traffic acquisition and achieve significant brand exposure. The sole objective is to acquire more organic monthly sessions with extensive SERP exposure and a high conversion rate.

Immediate Challenge:

Most of the traffic was generated through paid search, and the organic visibility was low. Our main focus was on increasing the organic visibility of the site.





SEARCH INTENT IS THE NUMBER ONE RANKING FACTOR



At its Essence, Search Engines have one singular purpose: to serve the best possible result to a searcher's query. In other words, satisfy every user's search intent.

All Recent Google Updates have been developed to satisfy that end.



Panda Update helped in getting rid of low quality duplicate content ranking in SERPs.
All Recent Google Updates have been developed to satisfy that end.

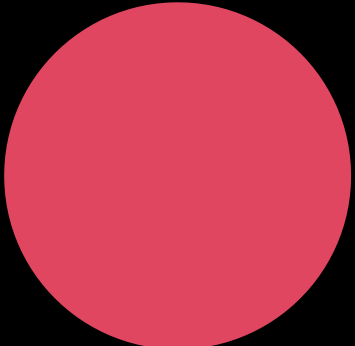


Rank Brain was a step forward in Google to leverage AI to match the context and words in the query and rank relevant pages higher.

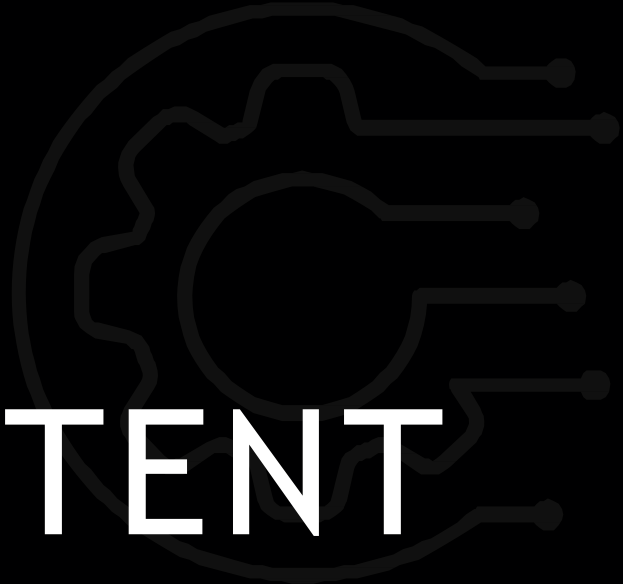


BERT algorithm allowed google to deeply understand the context of search queries and answer billions of questions asked everyday





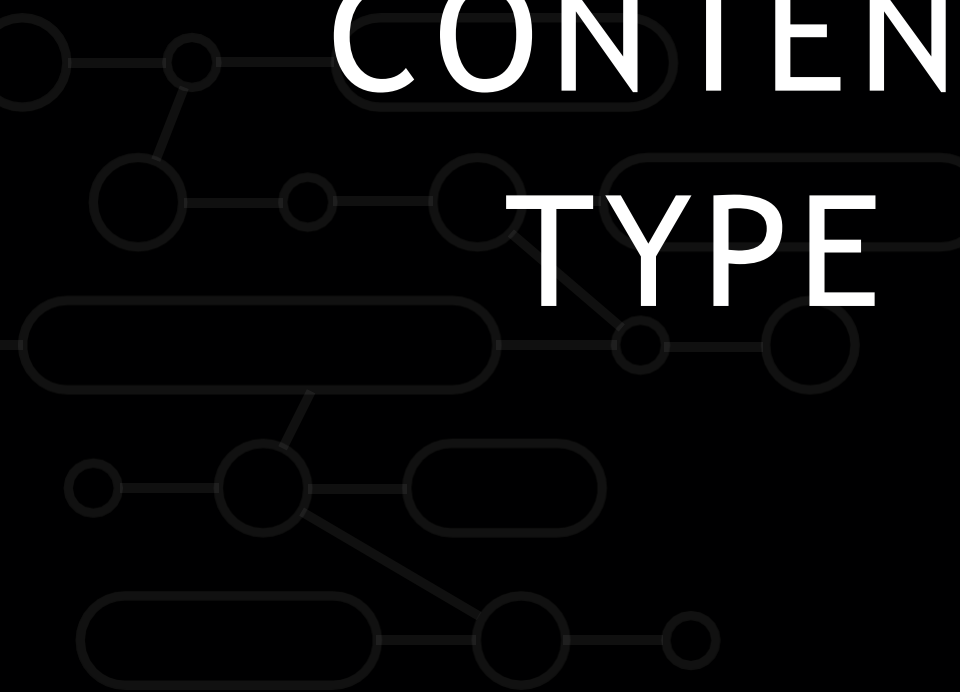
WHAT WE DID TO SATISFY SEARCHER'S INTENT



We Focused on the 3C's of Search Intent

01

CONTENT
TYPE

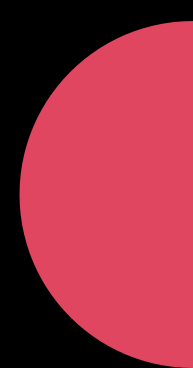


02

CONTENT
FORMAT

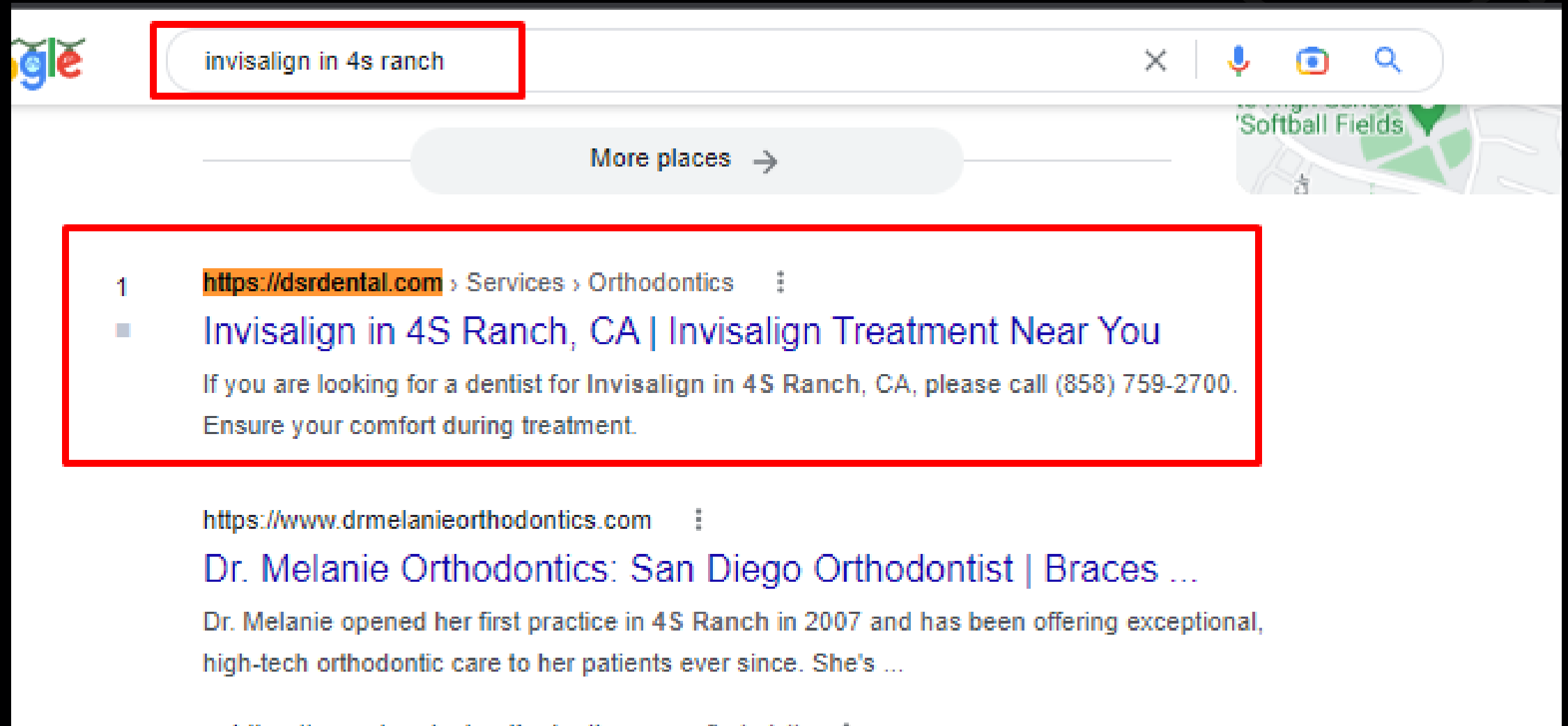
03

CONTENT
ANGLE



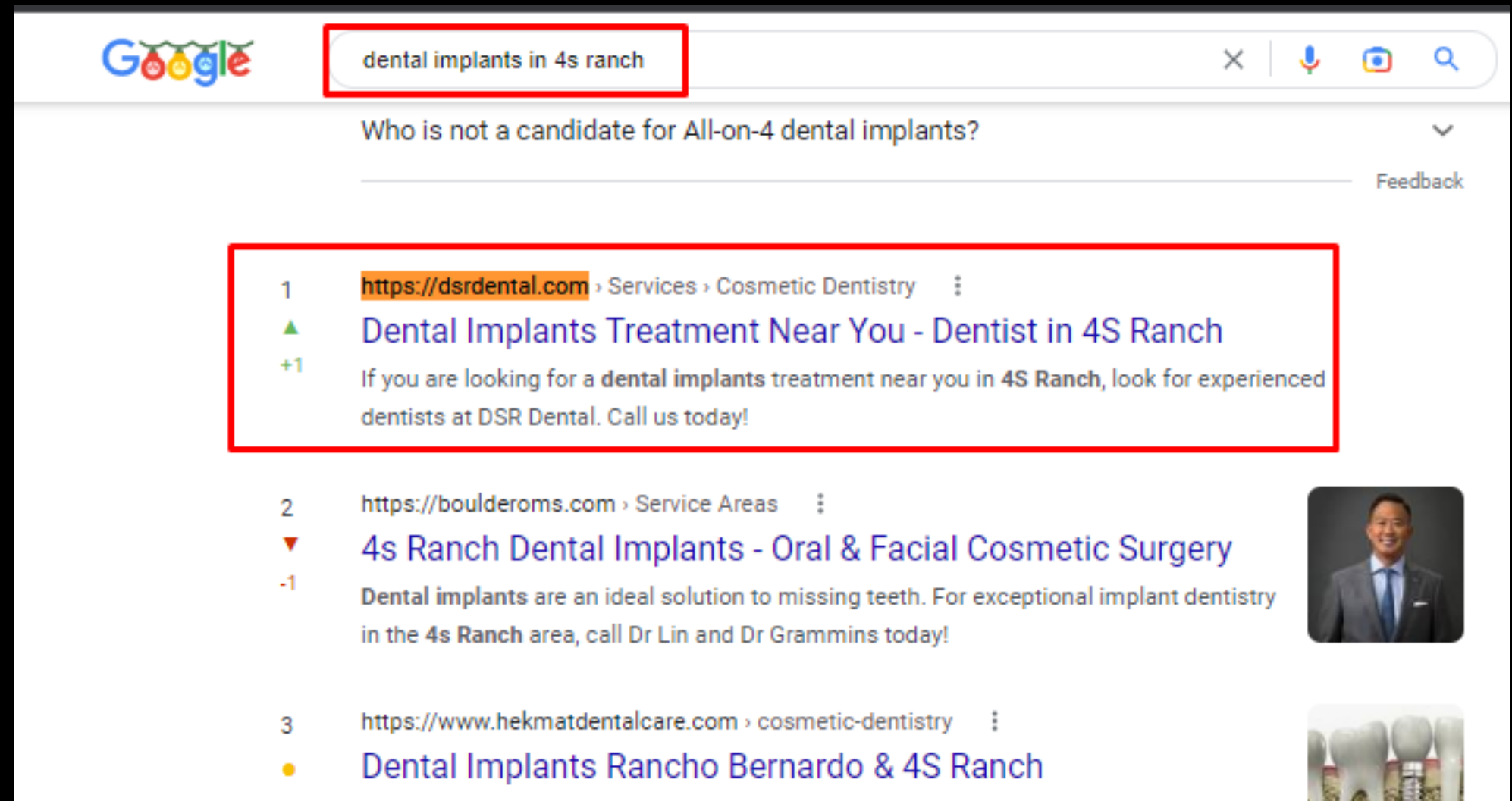
CONTENT TYPE

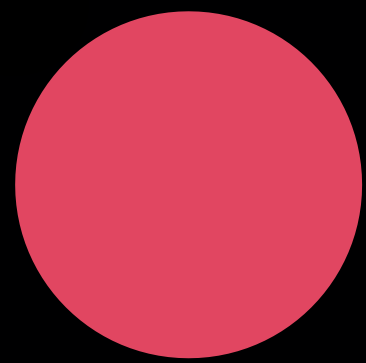
BLOG POST
SERVICES PAGE
FEATURED
PROJECTS
LANDING PAGE



CONTENT FORMAT

SERVICES
PROJECTS
CAREERS



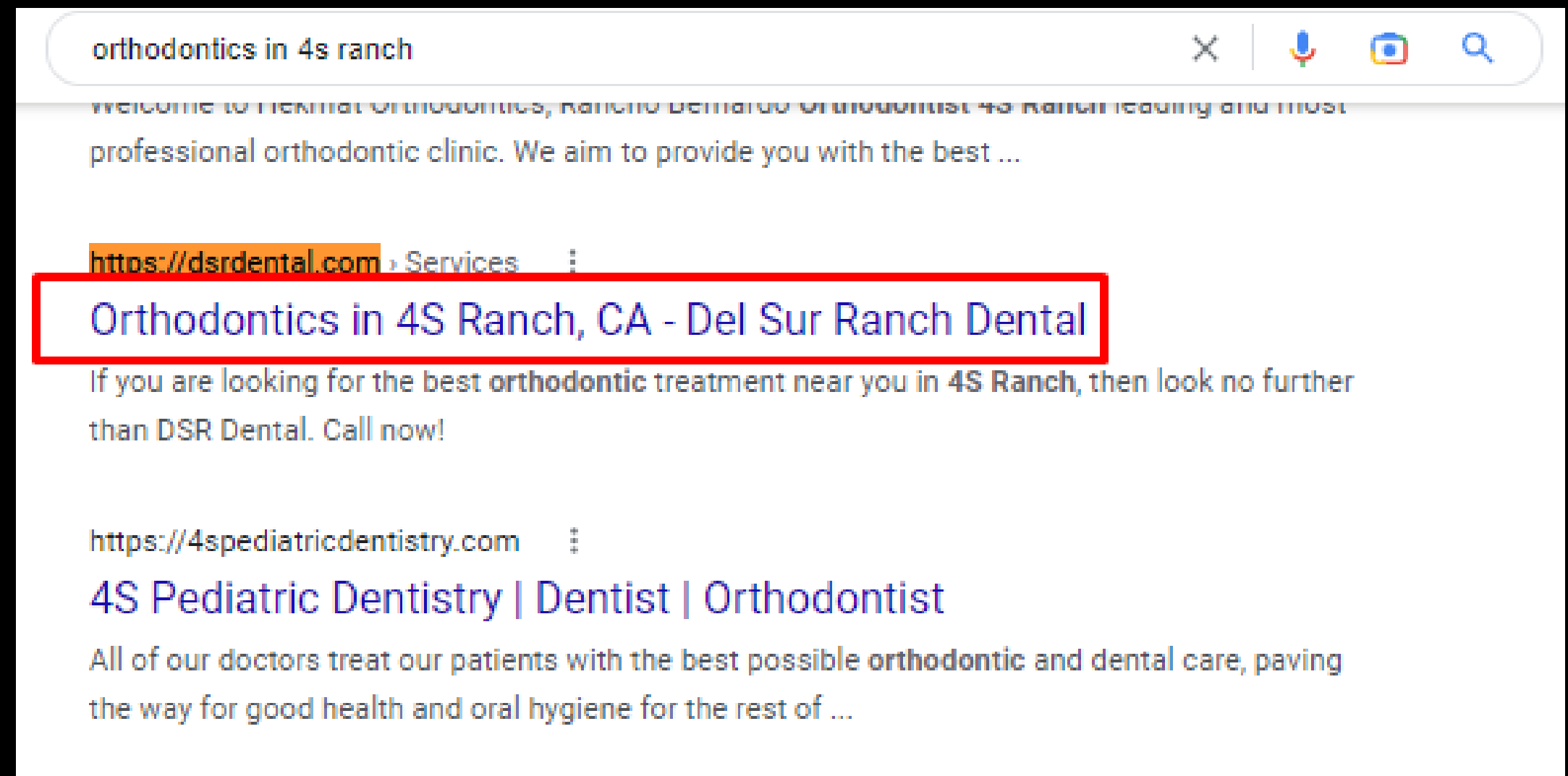


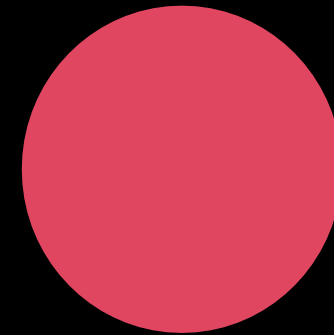
CONTENT ANGLE



HERE THE CONTENT
ANGLE IS:

"Orthodontics in 4s Ranch"





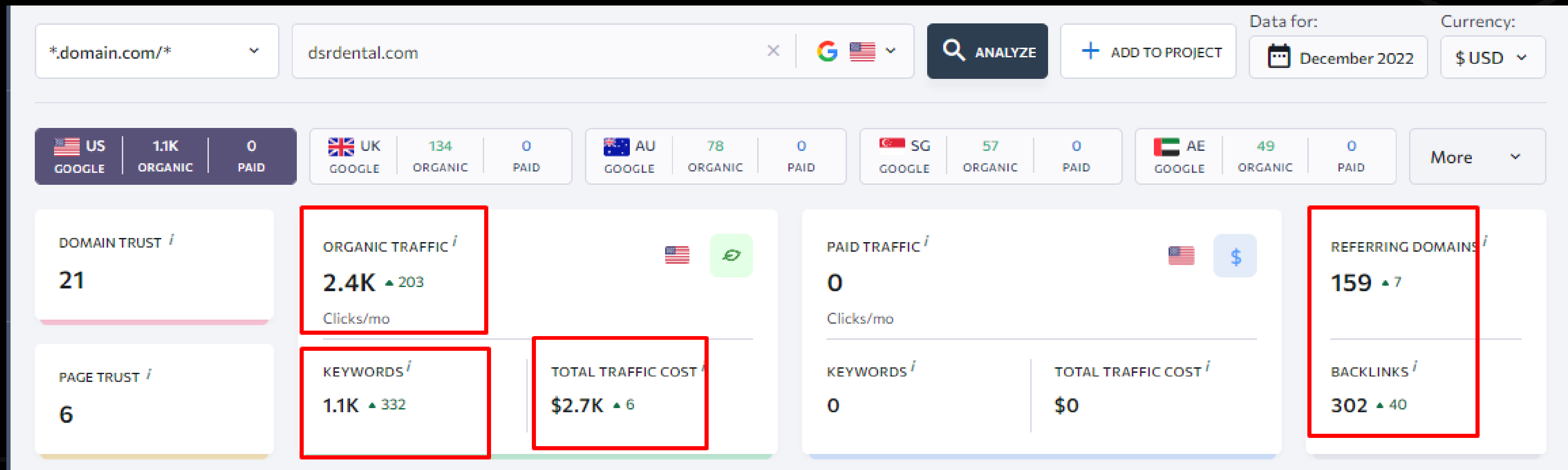
UPDATE WEB SITE CONTENT

Updated information takes into account the latest changes in the subject or niche.

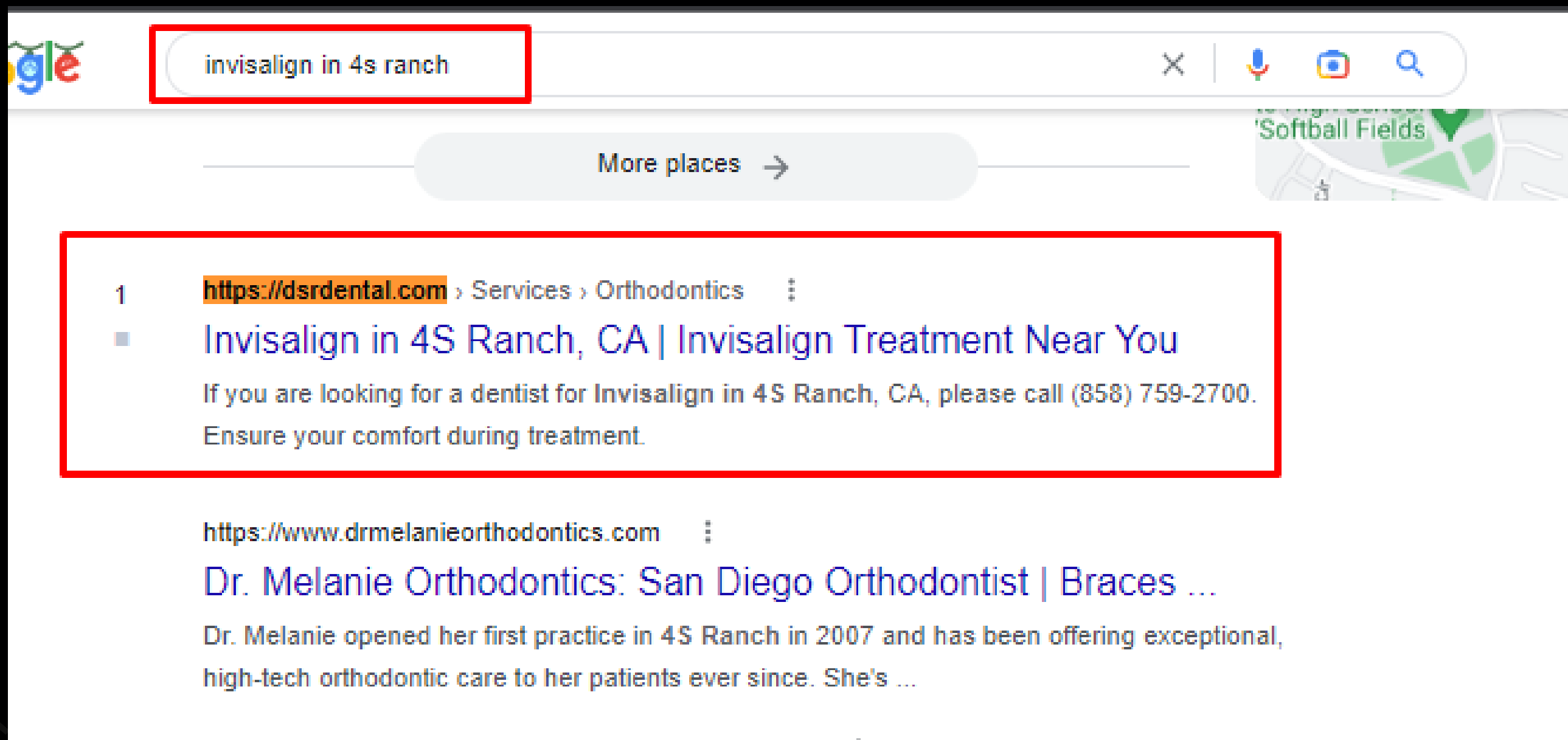
Graphic content has been added, and the texts have been optimized to address new or missed requests.

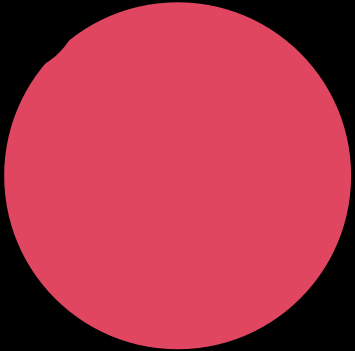


WHATS THE RESULT?

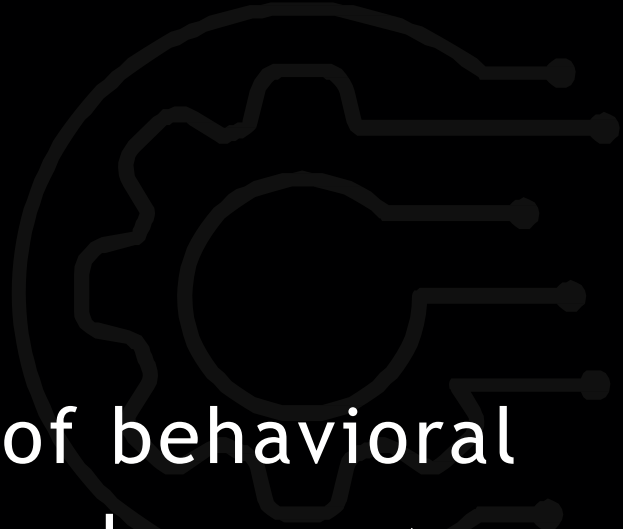


WHATS THE RESULT?





OPTIMIZED USER EXPERIENCE



Google's Page Experience algorithm will continue to increase the value of behavioral factors in 2022. Starting from February 2022, the impact of indicators such as page loading speed, visitor data security, usability quality, and overall user experience will be heightened.

01

Core Web Vitals

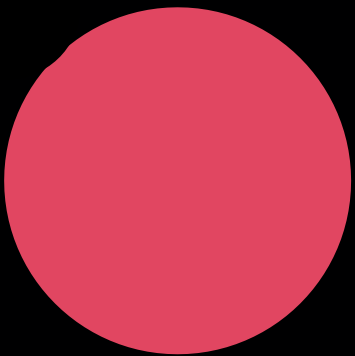
02

Mobile Usability

03

Crawl Depth & Easy Website Navigation





OPTIMIZE FOR CORE WEB VITALS



01

Reduce Javascript
execution

03

Optimize and compress
images

02

Implement lazy loading

04

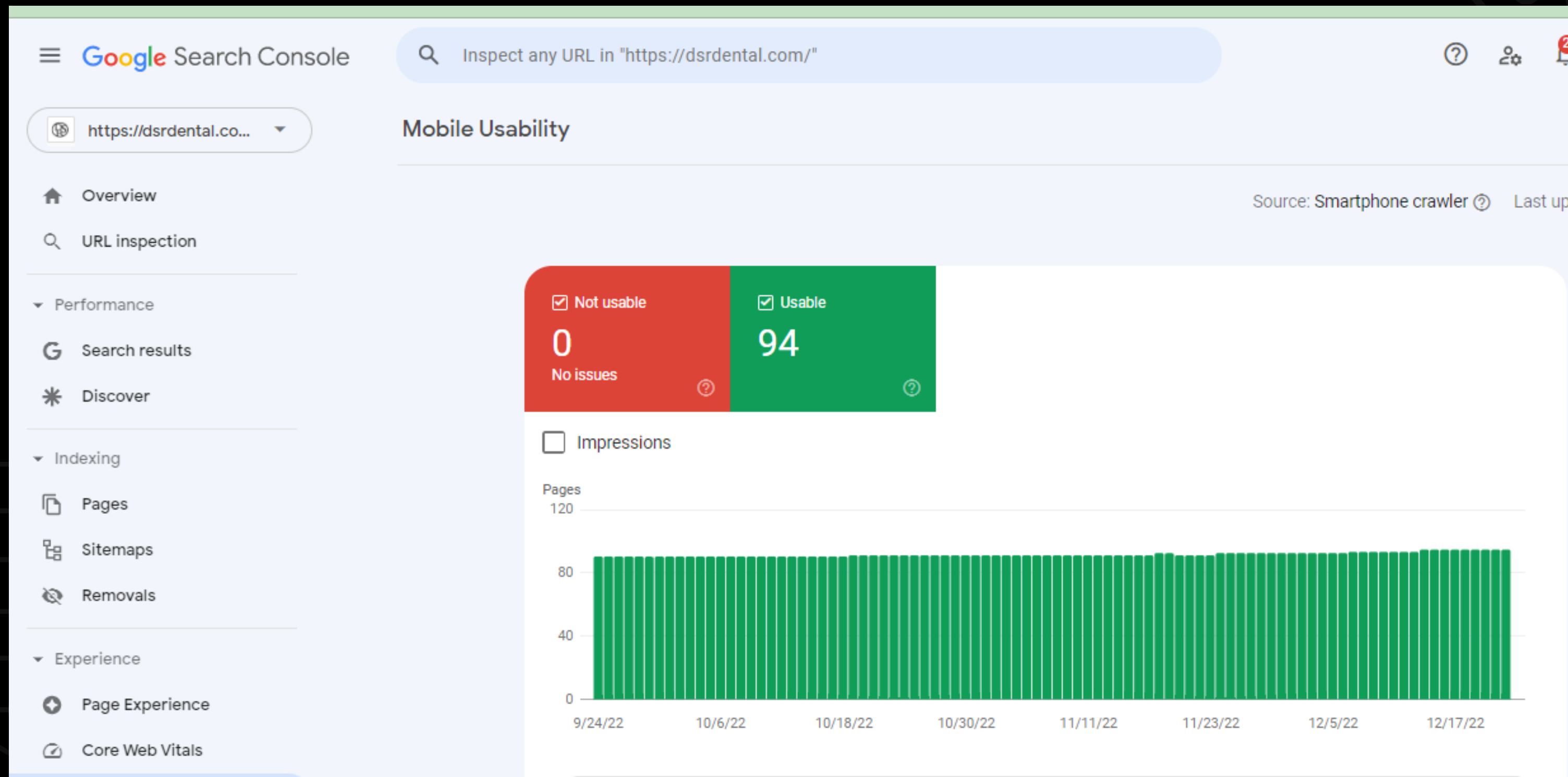
Provide proper dimensions
for images and embeds

05

Improve server response time



CHECK WHETHER WEBSITE IS MOBILE USABLE?

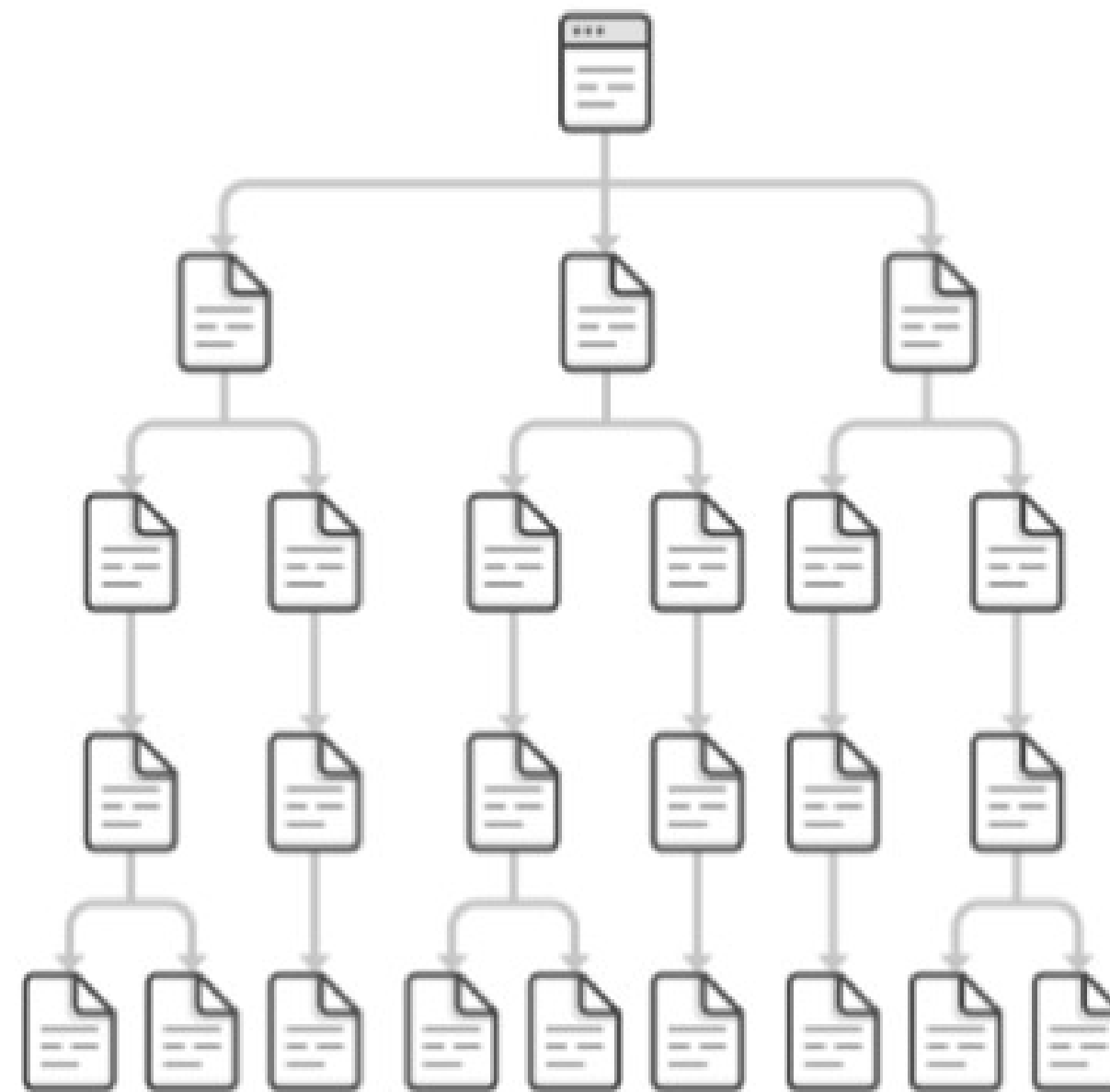


IMPLEMENT A FLAT SITE STRUCTURE

Flat vs. Deep Website Structure



FLAT



DEEP

SO WHAT HAPPENED TO THE CAMPAIGN AFTERWARDS?

Analytics | All accounts > SCDP | DSR
SCDP | DSR - GA4

Try searching "path analysis"

Reports snapshot

Realtime

Life cycle

Acquisition

Acquisition overview

User acquisition

Traffic acquisition

Engagement

Monetization

Retention

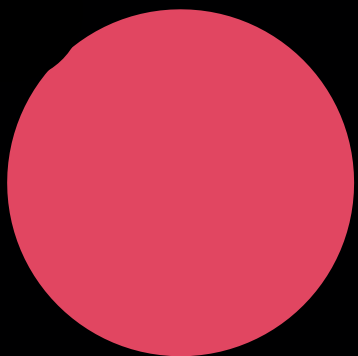
User

Demographics

Tech

Traffic acquisition: Session default channel group

	↓ Users	Sessions	Engaged sessions
	2,976 vs. 2,021 ↑ 47.25%	3,524 vs. 2,658 ↑ 32.58%	1,984 vs. 1,520 ↑ 30.53%
1 Organic Search			
Sep 24 - Dec 22, 2022	2,547	2,984	1,727
Jun 25 - Sep 22, 2022	1,537	1,947	1,173
% change	65.71%	53.26%	47.23%
2 Direct			
Sep 24 - Dec 22, 2022	360	449	182
Jun 25 - Sep 22, 2022	375	527	231
% change	-4%	-14.8%	-21.21%



Thank You

