

Case Study – Anoka Dental

1. Campaign Kick-Off & Traffic Overview

I. Campaign Overview

Campaign Name: JACA Crawler – Anoka Dental

Website: <http://anokadental.com/>

Targeted Keywords: *dentist, dentist near me, family dentist, dental implants, dentistry for children*

II. Keywords Overview

The campaign commenced on the 1st of Nov 2017 keeping 5 keywords as our primary goal. There are three fundamental ways to achieve the best results in the online marketing field:

- A well targeted keyword focus
- Strong page element optimization
- Good quality page content

Keyword research is the groundwork for a successful SEO campaign. Doing keyword research in a way that will bring long-term success requires in-depth analysis around all keywords that may be relevant to the products or services of the targeted website. Start with the most general keywords and find long tail keywords relating to each of them, then search for other long tail keywords relating to each of those. This pattern can be repeated many times to find many keyword opportunities. This strategy will also uncover some highly targeted keywords that will convert well and could be fairly easy to rank for.

Once search engines have crawled pages on the web, they can extract the content of those pages and add it to their indexes. In this way, they can decide if they feel a page is of sufficient quality to be ranked well for relevant keywords.

When they are deciding this, the search engines do not just look at the content of the page; they also look at the number of links pointing to that page from external websites and the quality of those external websites. Generally speaking, the more high-quality websites that link to you, the more likely you are to rank well in search results.

Here is the list of the keywords along with their monthly searches that have been worked upon so far:

Table 1 - Keywords Searches

S. No.	Keywords	Searches*
1	Dentist	3,68,920
2	Dentist near me	3,02,240
3	Family dentist	33,090
4	Dental implants	60,540
5	Dentistry for Children	14,800

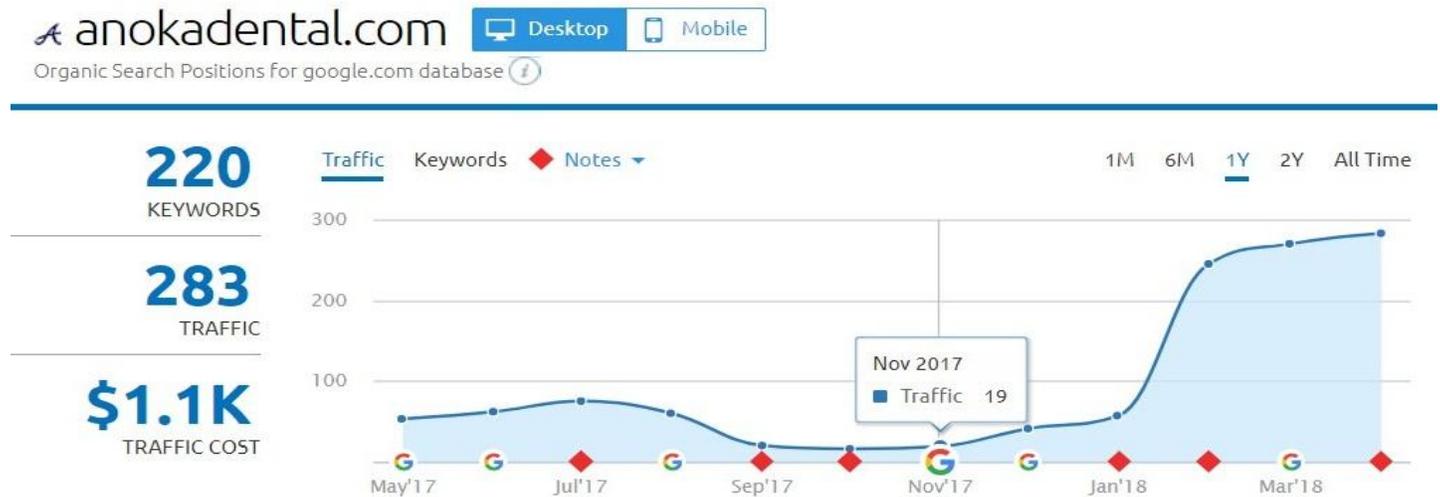
*Searches - The number of local searches per month on Google for that keyword. The numbers are for the whole country, and not for a particular city. N/A means the number of searches is not available for the keyword.

2. Organic Searches (Traffic Position)

Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements. An organic keyword is a keyword used to attract free traffic through search engine optimization (SEO).

Here is a brief overview of the Organic Searches of our keywords back in the month of Nov 2017.

Traffic search position (Nov'17)

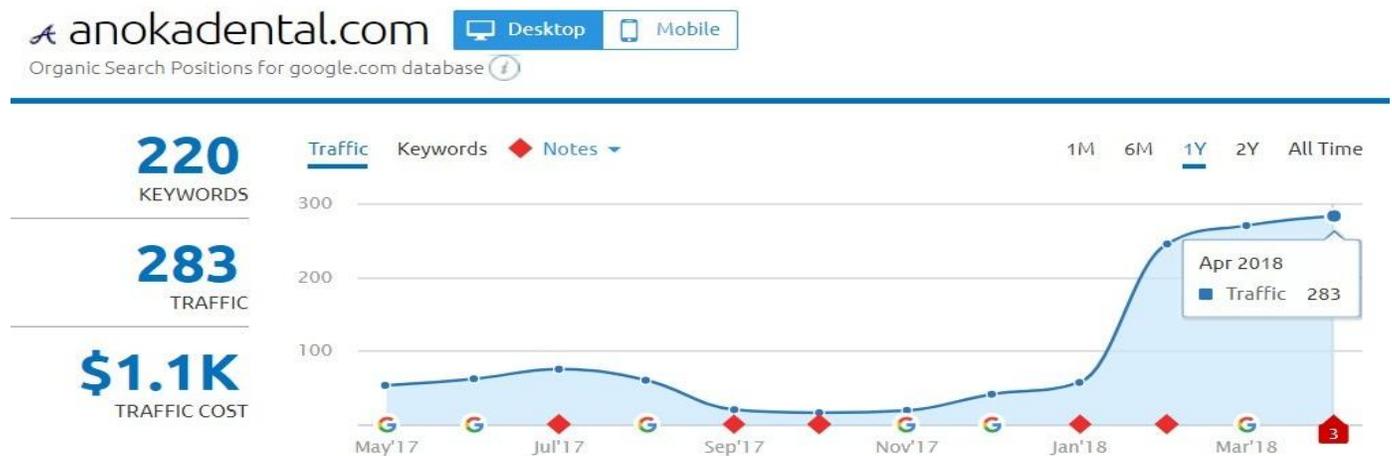


As it can be seen from the screenshot picture above, Anoka Dental had a traffic of just 19 visitors on Google.com.

Talking briefly about the contribution of the SEO efforts so far, here is a brief overview of the Organic Searches in the present month (April 2018).

We are now having a traffic of 283 visitors to the website on Google.com.

Traffic position (April'18)



As it can be seen from the screenshot picture above, there has been a tremendous increase in the traffic with respect to the organic searches on the website.

3. Link Building Campaign (Backlinks Overview)

Link building (alternative spellings include linkbuilding and link-building) refers to the process of getting external pages to link to a page on your website. It is one of the many tactics used in search engine optimization (SEO). Backlinks make a huge impact on a website's prominence in search engine results. This is why they are considered very useful for improving a website's SEO ranking. Search engines calculate rankings using multiple factors to display search results, out of which link building is one of the most important factors after on page optimization.

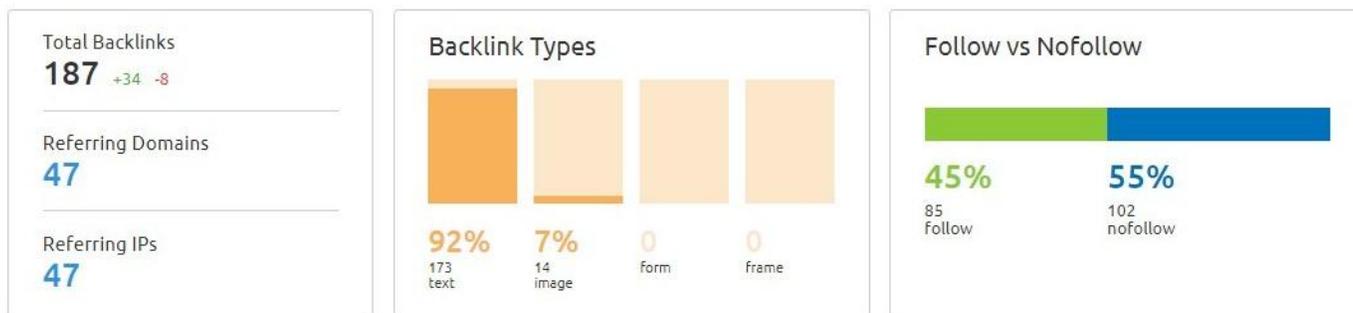
The website currently gains a total of **187** backlinks pointing to the website from 47 referring domains.

Backlinks Overview (April'18)

Backlinks: anokadental.com

Report Scope: [Root Domain](#)

Overview **Backlinks** Anchors Referring Domains Referring IPs Indexed Pages Competitors Quick Batch



The total number of backlinks pointing to the website in the month of October 2017 was 90.

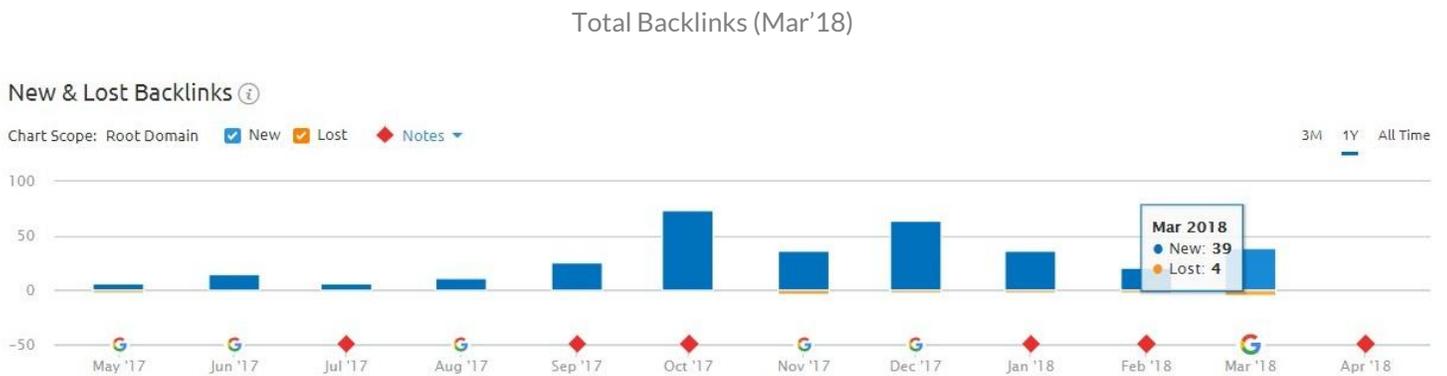
Total Backlinks (Oct'17)

New & Lost Backlinks



With the help of intensive link building techniques, like Directory Submissions, Social Bookmarking, Blog Commenting, PPT and PDF Submissions, Image Submissions, Press Release, Article Submission, Blogging, Social Media Optimization, Forum & much more, we have managed to create some good quality backlinks pointing to the website.

The total number of new backlinks that are pointing to the website in the span of 5 months till March' 2018 is 187.



▪ Follow Vs Nofollow links

Nofollow is an HTML attribute value used to instruct search engines bots that a hyperlink should not influence the link target's ranking in the search engine's index. It is intended to reduce the effectiveness of certain types of search engine spam, thereby improving the quality of search engine results and preventing spamdexing from occurring in the first place.

“Nofollow” is a value that can be assigned to the *rel* attribute of an HTML element to instruct some search engines that the hyperlink should not influence the ranking of the link's target in the search engine's index.

Dofollow links allow google (all search engines) to follow them and reach our website, giving us link juice and a backlink. If a webmaster is linking back to you with this link both Search Engine and Humans will be able to follow you. The best way to give someone dofollow love is allowing keyword in the anchor text. This means when you are linking to any website or page, use the targeted keyword as anchor text.

Out of the 183 backlinks created so far, 85 of them are nofollow links and 102 of them are follow links.

Follow vs Nofollow

