



SEO Case Study Masri Orthodontics



Masri Orthodontics is the most trusted orthodontist in Livonia, Michigan. Serving Canton, Plymouth, Northville, Novi, Farmington, Birmingham, Troy and Detroit, MI area for over 25 years. They provide all advanced dental treatment using latest technology. Dr. Masri offers his patients the finest materials and options available in orthodontics today, allowing for faster, more comfortable treatment.

<https://www.masriortho.com>

Client's Expectations & Campaign Brief

WillShall has designed and developed MasriOrtho.com in 2018. Dr. Nawaf Masri opted **our SEO service in May, 2020**. In order to expand the website's reach and extend the client base, masri ortho decided to get their website search engine optimised. They have also opted for the PPC (Google AdWords) to accelerate the traffic on the website. **The Core Objective was to increase the website traffic and more leads via contact form.**

Challenges

When Masri Orthodontics approached us, they were a completely low on traffic and impressions. They simply wanted great visibility through SERP rankings & more form submission to increase the client base. As we know that dental service is a very common niche and the major challenge was to rank the targeted Keywords on the 1st page of Google to gather more traffic to the website.

The challenges for us were: -

1. To target different locations
2. It's a very common niche so the competition was quite high
3. Content was not optimized

The Solution

Our SEO experts researched keywords according to their searches & competition We selected long-tail location based keywords so that we can actually target that specific area.

During the first week of our SEO plan, we worked on the On-Page SEO issues. In which we modified the existing meta titles & meta descriptions in order to make the website appearance good and SEO friendly. We also modified the website content to make it keywords oriented.

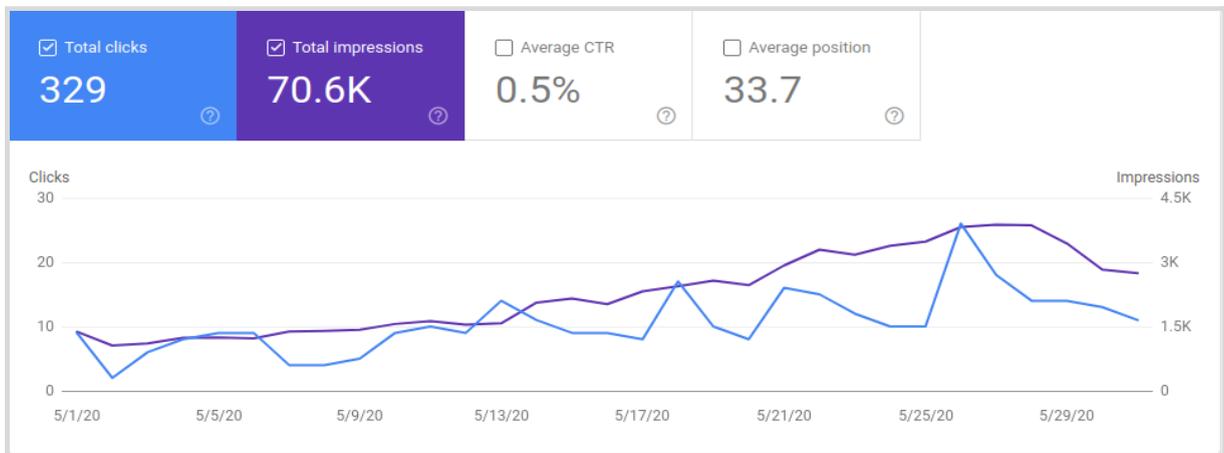
After finishing the On-page issues, we started working on the Off-Page SEO, in which we started working on getting the quality backlinks from high authority websites. We started getting the results in the first two weeks of submission, we saw the number of clicks has also started increasing in the Google Webmaster and there is improvement in the Google Analytics stats. **It's been a year and now most of the keywords are ranking on 1st position on the SERP.**

Using a combination of off-site SEO activities and constant on-site improvements, we saw a steady rise in the organic traffic coming to the website.

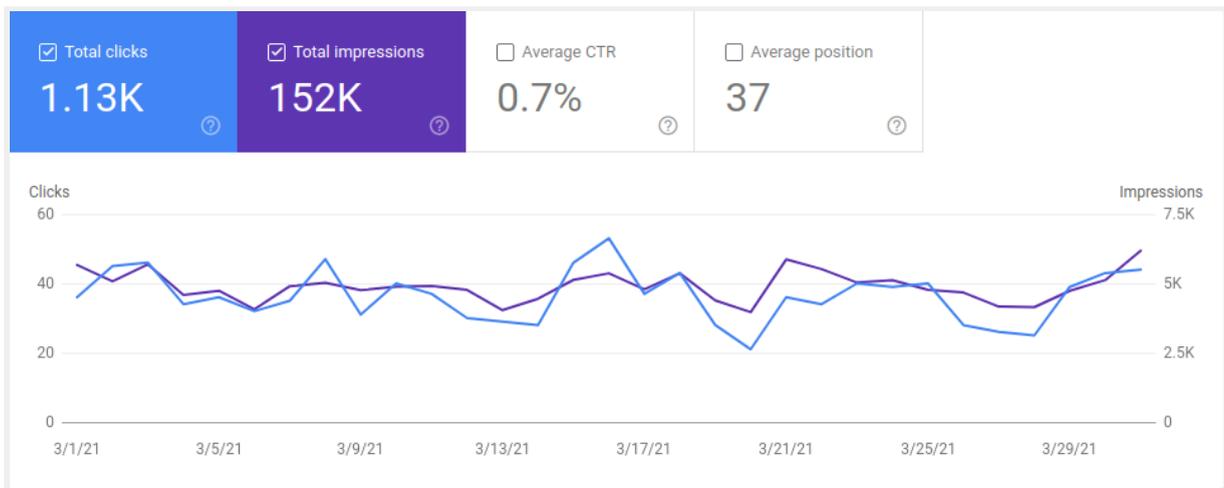
Over a three-month period (May, 2020 - July, 2020).

We witnessed a **3.5x** increase in organic traffic.

Traffic Before SEO Campaign



Traffic Before SEO Campaign



- **3.5x** Increase in Clicks
- **2x** Increase in Impressions

Keyword's Latest Ranking Results

Keyword: Orthodontist in Livonia

Position: #1 on Google.com

The screenshot shows a Google search for "Orthodontist in Livonia". The search bar contains the text "Orthodontist in Livonia" and a keyword difficulty indicator of 61.16%. The top result is from "https://www.masriortho.com" with the title "1. Masri Orthodontics | Braces | Invisalign | Orthodontist in Livonia". The snippet reads: "At Masri Orthodontics, we provide the most advanced braces and Invisalign dental care services in Livonia. Visit us and book your appointment now." Below the snippet are links for "Contact Us", "Braces Cost", "About Dr.Masri", and "Dearborn Orthodontist". A SEMrush data bar is visible below the snippet, showing metrics like DS: 0, TS: 0, Visits: 0, Pages/Visit: 0, Avg. Visit: 0, Bounce rate: 0, L: 164, LD: 941, Rank: 3.07M, and Rank: 985K.

Keyword: Invisalign Dearborn

Position: #1 on Google.com

The screenshot shows a Google search for "Invisalign Dearborn". The search bar contains the text "Invisalign Dearborn" and a keyword difficulty indicator of 53.34%. The top result is from "https://www.masriortho.com" with the title "5. Invisalign Dearborn MI | Invisalign Clear Braces in Dearborn". The snippet reads: "Masri Orthodontics gives you an effective range of braces and Invisalign services In Dearborn. Reach out soon, it's time for you to smile with pride." Below the snippet are links for "L: 2", "LD: 941", "Rank: 3.07M", and "Rank: 985K".

Keyword: Affordable Orthodontics Mi

Position: #1 on Google.com

A screenshot of a Google search for "Affordable Orthodontics Mi". The search bar shows the query and the Google logo. Below the search bar, it indicates "About 14,00,000 results (0.83 seconds)". The top result is from "https://www.masriortho.com" with the title "1. Affordable Orthodontics in Livonia, MI - Masri Orthodontics". The snippet reads: "The Cost of Braces – Livonia, MI. Affordable orthodontic solutions can be found at Masri Orthodontics in Livonia! The decision to enter orthodontic treatment is an ...". To the left of the search results, there is a sidebar with "SEOquake" and "Parameters" sections. Below the search bar, there are navigation options: "All", "Maps", "News", "Videos", "Shopping", "More", "Settings", and "Tools". At the bottom of the search results, there is a SEMrush data bar showing metrics like DS: 0, TS: 0, Visits: 0, Pages/Visit: 0, Avg. Visit: 0, Bounce rate: 0, Rank: 985K, and Adv Disp Ads: 0.

Keyword: Instant Orthodontics

Position: #1 on Google.com

A screenshot of a Google search for "Instant Orthodontics". The search bar shows the query and the Google logo. Below the search bar, it indicates "About 9,07,000 results (0.44 seconds)". The top result is from "https://www.masriortho.com" with the title "1. Instant Orthodontics | Dental Care - Masri Orthodontics". The snippet reads: "Instant orthodontics is a term incorrectly used to explain placing veneers on your teeth. Most people believe that this seems like the best option for them if they ...". To the left of the search results, there is a sidebar with "SEOquake" and "Parameters" sections. Below the search bar, there are navigation options: "All", "Images", "Videos", "Shopping", "News", "More", "Settings", and "Tools". At the bottom of the search results, there is a SEMrush data bar showing metrics like DS: 0, TS: 0, Visits: 0, Pages/Visit: 0, Avg. Visit: 0, Bounce rate: 0, Rank: 1.07M, and Adv Disp Ads: 0.

About WillShall

Result Driven Professional SEO

Make the most of our extensive range of Organic SEO Services

WillShall is the best SEO company in India with a team of highly expert SEO professionals who can help your website rank higher on the Search Engine Result Pages (SERPs) significantly. We aim at facilitating you with effective digital marketing services that will not only improve your business's visibility but will boost traffic and sales as well.

Let's start working on your project!

Email: contact@willshall.com

WhatsApp: +91 6280-524-288

General Inquiry: +91 7986-419-615

Skype: WillShall



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