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SEO Case Study by [Sammy Noorani](#)

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Background:

NJTopDocs is a comprehensive information resource of Top Doctors, Dentists and Hospitals. They profile over 900 Healthcare Providers and make it convenient for users to find top doctors in New Jersey.

Challenge:

What do you do when you're in an increasingly competitive market niche and have a great website but not enough online traffic? You turn to RevSystems, Inc, the Interactive Agency!

NJTopDocs.com was essentially un-optimized when we started SEO. Thankfully, since we also designed and developed the website, we knew it had been built to be "search engine friendly" and wouldn't run into the roadblocks of a poorly developed site. Still, the website had the following issues:

- * Not enough one way links (Websites pointing to NJTopDocs)
- * Low link popularity and web pages not being indexed frequently by Google bots
- * Very low or no rankings for high traffic keywords on search engines

SEO Strategy:

NJTopDocs's primary focus was to drive traffic online only in New Jersey. RevSystems made certain that the essential applications and infrastructures were in place for search engine optimization. Over several months, we optimized the site and redesigned the Press Release page for blogs and article postings. In addition, we targeted the site to go after search terms like "NJ Doctor" and "Best Doctor in NJ" & "NJ Top Dentists". We also completed a link building campaign that improved the site's domain authority.

Social Networking:

SMO (Social Media Optimization) should be a feature every web designer should take seriously. So the question was - which social platform will give you the biggest bang for your buck? Facebook, Twitter, or Google Plus? We decided to play ball by crafting a custom Facebook page and utilizing all three platforms. Results were outstanding within just 3 months: 282 Followers, 220 Likes, & over 40 Google Plus Ones! and counting!

Final Results:

NJTopDocs is on Page One of Google for 52 Keywords we had targeted. Take a look at the numbers:

- * Unique Visitors: Up +38%
- * Search Engine Visibility: Up +95%
- * Pages Indexed by Google: Up +24%

* Link Popularity: Up +64%

* Conversions: Up +125%

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