



How One Business Tripled Their Traffic For \$300 a Month



Budget: **\$300/month**
Niche: **Orthodontic/Dental**

Overview

This case study is about one of our clients that is a leading provider in orthodontic lab technology. With such a hyper specific market there was not a high volume of searches for the services they provide, but each search is highly targeted. In this case study, we'll jump into their budget, their campaigns and, of course, details of their 300%+ traffic increase!

How many months did you use PosiRank for before seeing initial positive results?

We saw very little improvement the first couple months, it really wasn't until month 4 or 5 we started to see some real positive results.

How long did you use Posirank for before seeing major results?

We probably used PosiRank for 4 or 5 months before we saw some real progress in our rankings. We saw little improvement the first couple months, then pretty substantial improvement once we hit close to the 4 or 5 month mark.

How much did traffic, rankings, sales increase by?

You can use the screenshots, but clearly from the pictures (below) our traffic and rankings increased. It's hard to pinpoint exactly why sales may increase, whether it's due to season or referral or organic search, but I can confidently say that more people signed up for our services and selected that the way they heard of us was through an organic google search than when we didn't use PosiRank.

Approximately how much of your focus is placed on links vs onsite (both with Posirank and other SEO activities?)

We don't do a lot of SEO promotion beyond PosiRank yet we still rank pretty high on many of our keywords. We are a leader in our specific industry, and I think due to our years of experience and reputation already have a good market share. PosiRank has helped us reach customers that previously weren't possible



Products & Services Used:

Specific campaigns over this 9-month period are as follows:

January 2019

1 x Campaign Architect

1 x Authority Foundation (3 tiers of linking powered by U.S. content)

1 x Entry-Level Guest Posts on Key Industry Sites (DA10+ ~ 500 Words)

February 2019

1 x Entry-Level Guest Posts on Key Industry Sites (DA10+ ~ 1500 Words)

1 x Guest Posts on Key Industry Sites = DA20+ (~500 Words)

March 2019

1 x Guest Posts on Key Higher Authority Industry Sites - DA30+ (~1500 words)

1 x Entry-Level Guest Posts on Key Industry Sites (DA10+ ~ 500 Words)

May 2019

1 x Campaign Architect

1 x Guest Posts on Key Higher Authority Industry Sites - DA30+ (~500 words)

1 x Entry-Level Guest Posts on Key Industry Sites (DA10+ ~ 500 Words)

June 2019

2x Broken Link Building

1 x Guest Posts on Key Industry Sites = DA20+ (~1000 Words)

July 2019

2x Broken Link Building

September 2019

1 x Campaign Architect

2x Broken Link Building

October 2019

2x Broken Link Building

November 2019

2x Broken Link Building

January 2020

1x Campaign Architecture

1x Guest Posts on Key Higher Authority Industry Sites - DA30+ (~1500 words)

The Results of The 12 Month SEO Promotion (Excluding April, August, December where no promotion was done)

As the following screenshot from the Analytics shows, this site has seen a **massive** increase in keyword rankings:

The screenshot shows a keyword analytics dashboard for myorthoselect.com. The interface includes a search bar, a filter button, and a table of keyword performance metrics. The table columns are Keyword, Rank, Change, Avg., Best, Search, and EV. The 'Change' column shows a significant increase in rankings for most keywords, with some reaching rank 1.

Keyword	Rank	Change	Avg.	Best	Search	EV
digital study models	1	+100	1.0	1	10	3
orthodontic models	1	+100	1.9	1	70	24
ortho models	1	+100	1.8	1	20	7
study models	1	+100	1.4	1	140	48
orthodontic study models	2	+99	5.8	2	30	5
orthodontic casts	3	+98	15.2	2	10	1
indirect bonding	4	+97	8.0	4	60	4
indirect bonding trays	5	+96	6.8	3	40	2
dental study models	6	+95	19.2	4	170	6
digital models	21	+80	24.6	14	720	0
dental casts	49	+52	72.8	27	260	0

Additionally you can see a **massive** increase in traffic:

- Ranked Keywords **increased, from 108 keywords to 162 keywords.**
- Traffic **increased, from 425 visitors to 1,200 visitors.**

February 2019:

Organic Research: myorthoselect.com

PDF

US 108 UK 6 CA 5 ... Device: Desktop Date: February 2019 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Keywords 108 13.68%	Traffic 425 -3.63%	Traffic Cost \$31 0.0%	Branded Traffic 384 0.0%	Non-Branded Traffic 41 -28.07%
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February 2020:

Organic Research: myorthoselect.com

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US 164 AU 10 CA 10 ... Device: Desktop Date: Feb 23, 2020 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Keywords 162 -9.5%	Traffic 1.2K 9.08%	Traffic Cost \$152 4.83%	Branded Traffic 1.1K 9.45%	Non-Branded Traffic 65 3.17%
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You Can Do The Same, Too.

The keys to the success of this SEO campaign are as follows — and there's (still) no magic bullet:

Clean up on-site, technical issues that are holding your rankings back, publish in-depth, helpful content that targets topics that are actively being searched for in Google, get a consistent flow on quality, incoming links to your content. Above all, consistency is what produced results for this client – and with a budget of just \$300/month.



FINALLY DELIVER ON THE SEO ROI
YOU PROMISED YOUR CLIENTS

Build a backlink strategy with proven results!

[BOOK YOUR CONSULT](#)