

SEO Strategy

To rank our client nationally, we focused heavily on content creation and link building. An onsite blog was implemented to build authority and additional copy was written to differentiate our client from their competition. As our client provides in-person training for the Tri-state area, we also targeted several local keywords to bring in regional traffic. In just 5 months, we got 34 keywords on the first page of Google. Now that we have a variety of keywords on page one for their training courses, we will focus on new keywords that will attract customers interested in their signature teeth whitening kits.

Keywords

	Start Date	Start Page	Current Page	Start Rank	Current Rank	First Page Reached
online teeth whitening training	6-25-20	11	↑ 1	101	↑ 1	8-24-20
online teeth whitening certification	6-25-20	11	↑ 1	101	↑ 1	9-13-20
online teeth whitening certification course	6-25-20	10	↑ 1	98	↑ 1	9-13-20