

Case Study

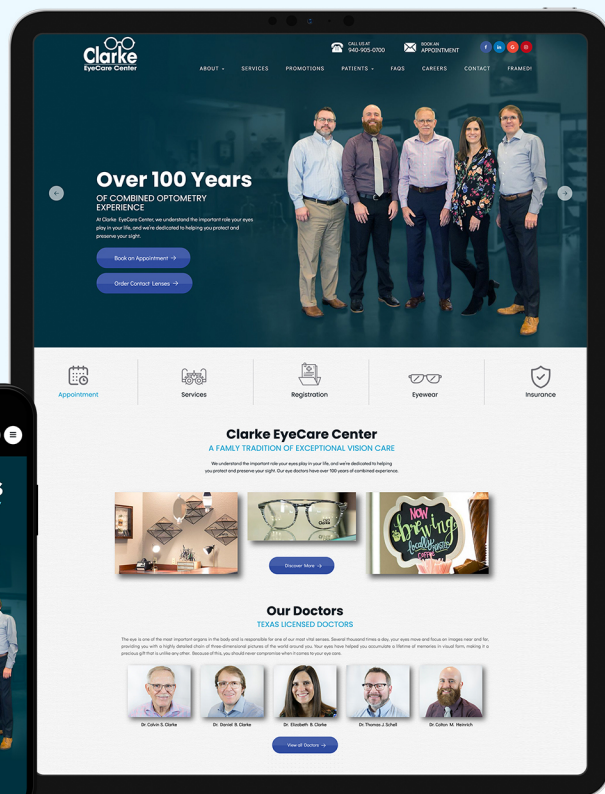
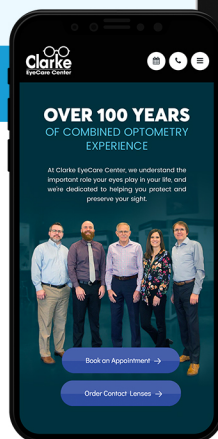
Clarke EyeCare Center

www.clarkeeye.com



"We choose to work with good people who do good work. It's been a pleasure working with Roya on our two websites for almost 3 years. They have been consistent in partnering with us to help us accomplish our goals of increasing our brand awareness and web presence."

DR. DANNY CLARKE



Organic Google Search Statistics

37% Increase in SEO Visibility and Traffic from Google Search Console Impressions & Clicks

TOTAL CLICKS

686

July 2021

499

July 2020

TOTAL IMPRESSIONS

65.9K

July 2021

47.9K

July 2020

55% Increase In Google Maps Website Clicks

July 2021 vs July 2020

290

Website clicks made from your Business Profile

▲ +55.1% (vs Jul 2020)



SEO Keyword Position Ranking

NOW v PRE-LAUNCH
(Launched March 2019)

64 page 1 keywords compared to 20 page 1 keywords

AUG 2021

Top 3	24
4-10	44
11-20	115
21-50	347
51-100	512
Total	1042

FEB 2019

Top 3	9
4-10	11
11-20	9
21-50	45
51-100	65
Total	139

Summary

Clarkeeye.com has been live on the Canvas Platform with a Roya.com Marketing Strategy since March 2019. In that time, **clarkeeye.com** has benefited from continuous increases in website traffic, SEO visibility, Google Ads Campaign efficiencies and higher ROI. Roya.com works closely with Dr. Clarke to ensure his campaigns are generating quality leads, that translate into high value new patients.

16%

INCREASE IN WEBSITE CALLS

July 21 v July 20

37%

INCREASE IN GOOGLE SEARCH SEO TRAFFIC

July 21 v July 20

50%

INCREASE IN PAID SEARCH TRAFFIC

July 21 v July 20
(No change in budget)

55%

INCREASE IN GOOGLE MAPS WEBSITE CLICKS

July 21 v July 20

220%

INCREASE IN PAGE 1 SEO KEYWORDS

August 2021 vs Pre-Launch February 2019

Case Study

Eyes & Ears

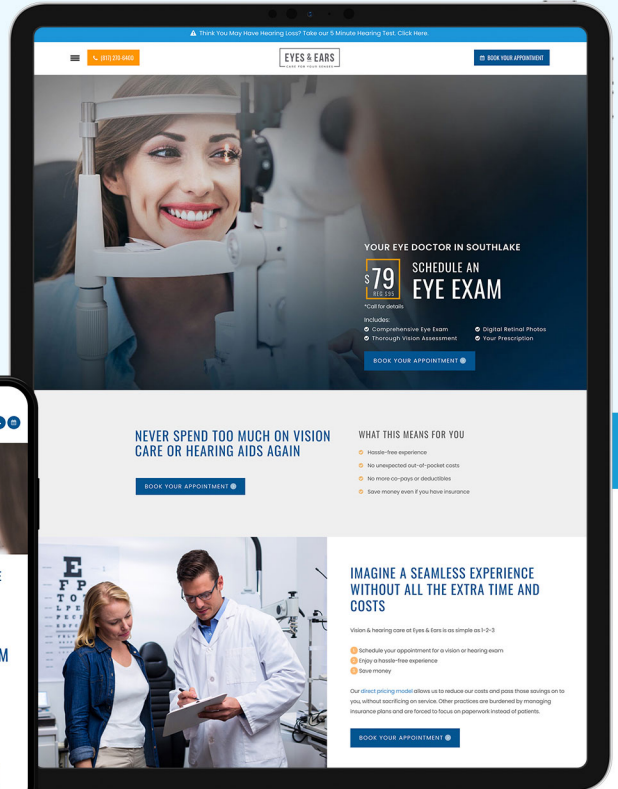
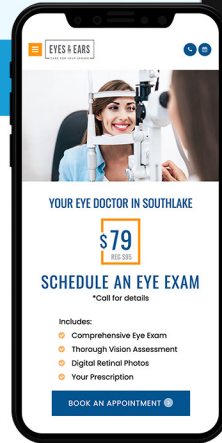
www.myeeyesandears.com

EYES & EARS
CARE FOR YOUR SENSES



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DR. DANNY CLARKE



Organic Google Search Statistics

27% Increase in Clicks and
100% Increase in Impressions

TOTAL CLICKS

122

July 2021

96

July 2020

TOTAL IMPRESSIONS

28.7K

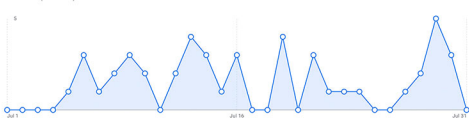
July 2021

14.3K

July 2020

17% Increase In Google Maps Calls
July 2021 vs July 2020

Calls made from your Business Profile
▲ +17.9% (vs Jul 2020)



Social Media Traffic

18% Increase
July 2021 v July 2020

2021 v 2020

Social

66

51

18.18% ↑

Summary

Dr. Clarke launched the brand new website, and business for **myeyesandears.com** in 3/2019. After 6 months with a Canvas powered website and Roya.com Marketing strategy, myeyesandears.com was ranking for 52 keywords! Fast-forward 2 years, they are now ranking organically for 313 keywords!

17%

INCREASE IN
GOOGLE MAPS
CALLS

July 21 v July 20

27%

INCREASE IN
GOOGLE SEARCH
SEO TRAFFIC

July 21 v July 20

29%

INCREASE IN
WEBSITE
CALLS

July 21 v July 20

76%

INCREASE IN
NEW PATIENT
EXAMS

July 21 v July 20