



Increase Organic & Paid Traffic

Union City Oral Surgery Group, New Jersey

Products: Google Analytics, Google AdWords, facebook Ads, BIRDEYE

# Union City Oral Surgery Group Stands Out from Competitors with Multi-City Campaign

## Goals:

- Increase the number of qualified leads
- Target both the caucasian and hispanic communities with demographic-specific SEO and paid advertising
- Execute a comprehensive, multi-city content strategy for oral and maxillofacial surgery in NJ and NY
- Leverage the Union City location, and expand the practice's reach into select New Jersey and New York communities
- Improve the brand's online visibility and reputation

Union City Oral Surgery Group nearly tripled its organic traffic, and received significantly more calls, through a full scope marketing strategy.



## Results & Metrics:

9	High-Traffic Keywords in the Top 3 of Google for the First Time	183%	More Keywords on the First Page of Google	33	Paid Ad Conversions in October 2018 Alone	44	More Positive Customer Reviews
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Google Analytics

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BIRDEYE

# Union City Oral Surgery Group wanted to position itself as the premier oral & maxillofacial oral surgery practice in New York and New Jersey.

## Game Plan:

### Paid Ads, SEO & Link-Building, Online Reputation Management

- ▶ Launch paid advertising campaigns on both Google's and Facebook's ad platforms
- ▶ Add new content to the site in the form of service pages, geographic pages, and blogs.
- ▶ Clean up existing citations, and create over a hundred new online business listings
- ▶ Build high quality links from different reputable sources to establish high website credibility
- ▶ Launch email campaign to request reviews from past customers who had pleasant experiences

## Why it worked:

### The Importance of Links

Links are one of the most important factors in how search engines determine a website's rankings. Websites with large numbers of backlinks from a variety of different reputable sources are considered more authoritative and, as such, achieve higher rankings.

We do extensive link-building for our clients. This is key to a good long-term SEO strategy.

### Effective Paid Advertising

There are many benefits to gain from pay-per-click (PPC) advertising. With the ability to launch campaigns with the click of a mouse, paid ads attract targeted traffic and qualified leads to your website almost instantly, all while adhering to a specified budget. Additionally, PPC offers increased brand visibility and recognition, double branding exposure (paid & organic), as well as measurable results.

### Content Is King

The phrase "content is king" has almost become a cliché in the digital marketing industry. However, even after numerous algorithm updates and changes, content remains the most important factor in ranking pages.

By writing additional content for a website and optimizing it properly, rankings can be greatly improved.

### Proper On-Site Optimization

On-site optimization involves the use of headings, internal links, external links, alt tags, titles, meta descriptions, keywords, and more in order to make a website more easily readable and understandable to search engines.

Using the right mix of on-site and off-site optimization is key to good SEO.

### Online Reputation Matters

In the business world, reputation is everything. Especially online, where people have easy access to reviews and complaints about your business. Ignoring your reviews can be detrimental to your success, while actively improving your rating will incentivize potential customers to convert.



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