

# CASE STUDY

## Food Allergy Doctor



### SUMMARY

Rocks Digital transformed a poorly optimized food allergy practice website, boosting visibility and traffic through SEO and original content. This led to substantial increases in website traffic, search engine rankings and overall online presence.

### GOAL

This client wanted to set their food allergy practice apart from other food allergists in Atlanta by creating a site that ranked for food allergy-related keywords.

### PROBLEM

The existing website company had created a very small website containing only a few pages.

The website was not optimized for search and had very few keywords beyond the doctor's name. Consequently, it was getting little-to-no traffic from search results.

Additionally, the existing company was charging the doctor for SEO each month, yet the majority of the blog posts published on his website were exact duplicates of blogs published on his primary website.

### SOLUTION

The team at Rocks Digital established a clear brand for the food allergy website (that included designing a logo). We rebuilt the food allergy website with the following objectives in mind.

- ✔ User-friendly website layout and navigation.
- ✔ Service pages that highlighted food allergies, treatments and testing.
- ✔ Create an optimized location page for each city the client has.
- ✔ Added canonical links for the duplicate content blog posts, giving credit to the original source.
- ✔ Research and write keyword-rich blog posts focused on food allergies and based on search volume.
- ✔ Ensure all website content demonstrates experience, expertise, authoritativeness and trustworthiness.

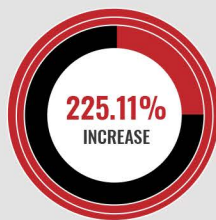
## RESULTS

### PAGE VIEWS

**14,330** from May 2021 to August 2021

**47,600** from May 2023 to August 2023

↑ Page Views Increased **32.27K**

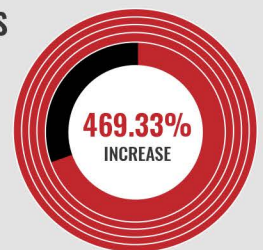


### WEBSITE CLICKS FROM SEARCH RESULTS

**4,760** from May 2021 to August 2021

**27,100** from May 2023 to August 2023

↑ Clicks Increased **22.34K**

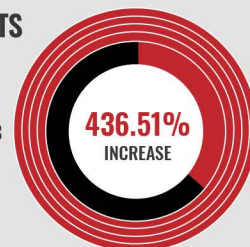


### WEBSITE IMPRESSIONS IN SEARCH RESULTS

**315,000** from May 2021 to August 2021

**1,690,000** from May 2023 to August 2023

↑ Impressions Increased **1.375M**



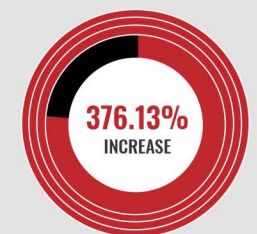
### KEYWORDS IN SEARCH RESULTS

**1,064** Keywords in May 2021 with 4 Keywords within the Top 3 Positions

**5,070** Keywords in May 2023 with 116 Keywords within the Top 3 Positions

↑ Overall Keywords Increased **4K**

↑ **2,800%** Top 3 Positions Increase



### KEYWORD POSITION SAMPLING EXTRACTED JUNE 27, 2024

- #1 "food allergist near me"
- #2 "food allergy specialist near me"
- #3 "food allergy testing"

### DATA SOURCES:

Page views extracted from Google Analytics.  
Website clicks, impressions and keyword positions extracted from Google Search Console.  
Keywords in search results extracted from Semrush.