

# Southlake Oncology

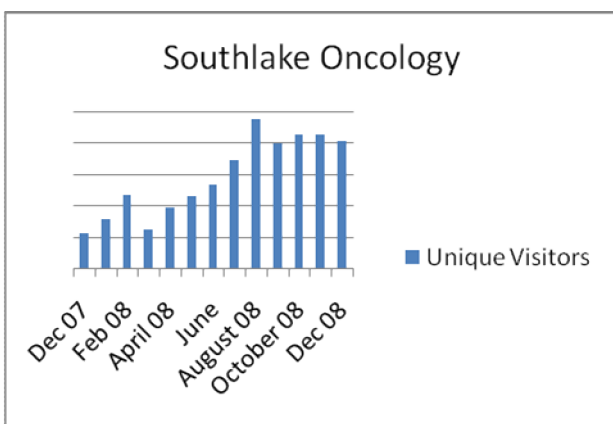
*Providing Visibility for Alternative Cancer Treatments*

**Overview.** Southlake Oncology is a well-established, reputable medical oncology cancer treatment center located in Southlake, Texas. Southlake Oncology cancer clinic is known regionally for their expert cancer treatment of all kinds of cancer but is most well-loved for their warmth, compassion and commitment to making the experience of living with and recovering from cancer as pleasant a journey as possible.

**Objectives.** To increase visibility for this cancer treatment center in the immediate geographical area of Southlake, Ft. Worth, Dallas and all cities within the North Texas area. Our overall objective was reach out to people via the internet who were looking for more personalized care who were unfamiliar with the center’s existence. While an experienced cancer treatment center with a web site running for several years, they had no discernible presence within the search engines and very little traffic on the site. They had never gotten a new patient that had found them online.

**Solution.** Utilizing our search engine optimization process and expertise we first performed an in-depth analysis of the site, the site content and reviewed the internal and external linking structures. To increase visibility in relevant search results, our team began developing new pages of optimized code and wrote new on-page copy. While the technical team removed any impediments to the indexing of the site, we also began a linking campaign where only a handful of relevant, related links were added on a monthly basis. This opened up the site considerably and we began to see an increase in the number of pages looked at by the search engines.

**Results.** Within the first nine months of the campaign, unique visitor traffic increased over 284%.



Within three months we began to see Southlake Oncology within the Top 30 results in the major search engines for critical keyword phrases. Almost a year later, Southlake Oncology has:

- 39 first place rankings
- 95 listings in the Top 5
- 142 listings in the Top 10
- 161 listings in the Top 20
- 182 listings in the Top 30

More important, we achieved our objective and new patients are finding Southlake Oncology via online searches.