

AmyBurkhart<sub>M.D., R.D.</sub>

# SEO Case Study

## The Celiac MD

## Background

Dr. Burkhart is a board certified Emergency Medicine Physician and a Registered Dietitian who specializes in digestive health, celiac disease and gluten sensitivity.

Dr. Burkhart approached AdVision to create an SEO foundation through keyword research and optimizing all existing elements of the site.

## Company Overview

**Service Areas:** Northern California

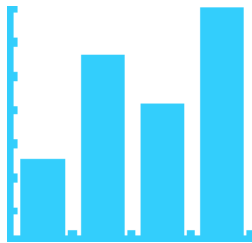
**Full-Time Marketing Staff:** 0

**Full-Time Sales Staff:** 0

**Employees:** 1

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## Business Objectives



- Identify industry relevant keywords
- Drive relevant traffic to the site
- Increase regional awareness
- **Increase organic search ranking**

## Challenges



- Limited internal resources (time & experience)
- Minimal existing digital presence
- **Little to no web traffic**

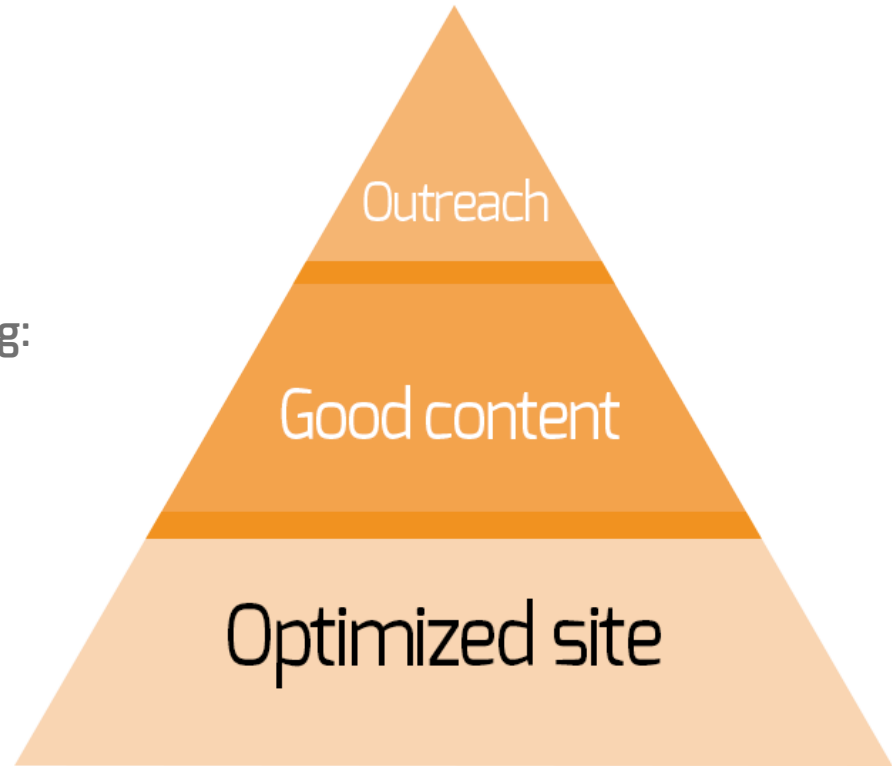
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Step 1:  
SEO Research & Foundation



## Keyword Research:

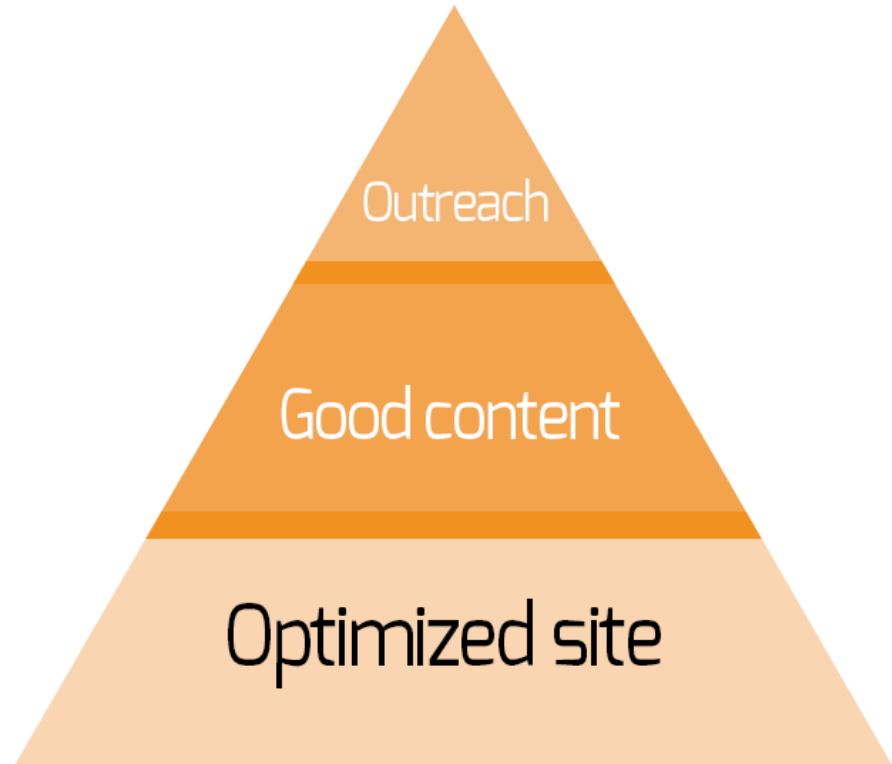
- Focus on the following keywords:
  - Celiac Doctor
    - **Prior to Optimization Ranking:**  
**Page 9**
  - Celiac Specialist
    - **Prior to Optimization:**  
**Not currently ranked**
  - Gluten Sensitivity Doctor
    - **Prior to Optimization:**  
**Not currently ranked**



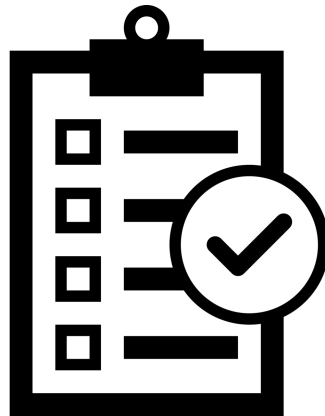
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## SEO Audit & Foundation:

- Added H1 tags
- Removed meta keywords
- Added internal linking
- Keyword optimization for:
  - Alt Tags
  - Title tags
  - Body content

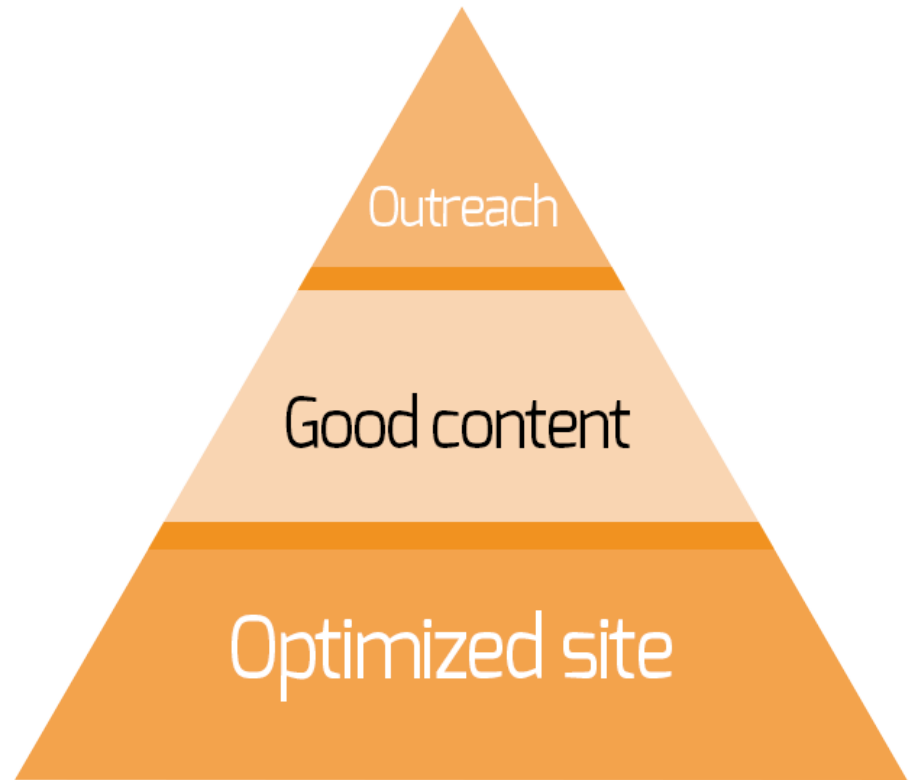


Step 2:  
Ongoing Management



## Blogging:

- **Blogs consistently on a monthly basis not only to improve organic SEO rank, but to provide useful and relevant content that will benefit readers**
- Focuses on quality, not quantity
- Recent posts include:
  - Update on Restaurants and Gluten-Free Dining
  - Histamine Intolerance: Could it be Causing Your Symptoms?
  - Four Vitamin Toxicities on a Gluten-Free Diet

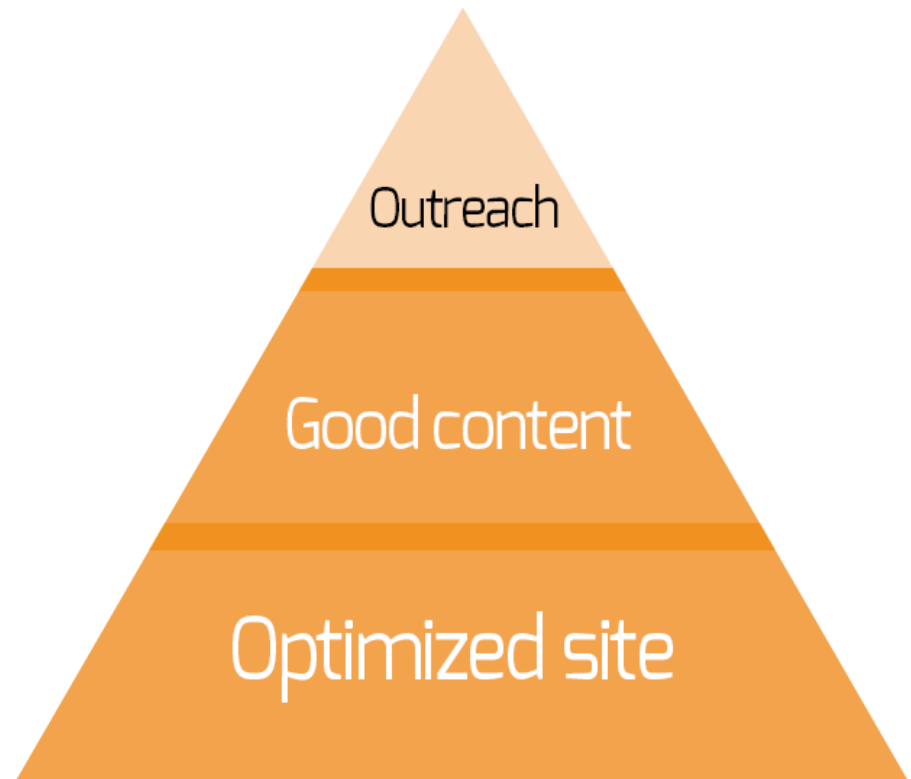


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## Content promotion:

- Actively promotes content through both online and offline sources in order to build high-quality links and increase traffic
  - Social media
  - Presentations
  - Guest blogging/articles on relevant, high-ranking sites
  - Interviews



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# Content promotion

Find us on Facebook



**Amy Burkhardt, MD, RD**  
 Like 197

2 days ago

**[Update on restaurants and gluten-free dining - Amy Burkhardt M.D., R.D](#)**  
 theceliacmd.com

In my article for April 2014 I discuss new information regarding restaurants that is important to anyone following a gluten free diet.

[View on Facebook](#)

Facebook social plugin

HOME

## AmyBurkhart<sup>M.D., R.D.</sup>

INTEGRATIVE MEDICINE | DIGESTIVE HEALTH, CELIAC DISEASE AND GLUTEN SENSITIVITY

What is Integrative Medicine?	Conditions Treated	Biography	New Patient Information	Contact	Ce & (Se
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**Press/Media/Presentations**

[Celiac Corner](#)- March 2014. A website dedicated to topics surrounding celiac disease and non-celiac gluten sensitivity requested Dr. Burkhardt write an article regarding SIBO (Small Intestinal Bacterial Overgrowth) and its relationship to digestive disorders such as IBS, celiac disease and gluten sensitivity

[Sonoma County Medical Association](#) - Dr. Burkhardt's January 2014 article in Sonoma Medicine Magazine -A publication of the Sonoma County Medical Association-on the topic of Celiac Disease and Gluten Sensitivity. This PDF may be printed and taken to physicians anywhere to aid in educating them on gluten related disorders. Download the PDF: [Celiac Disease and Non-Celiac Gluten Sensitivity – Sonoma County Medical Association](#)

[99.3 The Vine](#) – Dr. Burkhardt is interviewed regarding the popularity of the gluten-free diet and clarifies some issues surrounding celiac disease and non-celiac gluten sensitivity. October 2013

[Beyond The Headlines- ABC 7 News](#)-Dr. Burkhardt is interviewed on the topic of Celiac Disease and Gluten Sensitivity in a show discussing the affects of food allergies and autoimmune conditions on a persons day to day life. Sept. 2013

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## Step 3: Results and Reporting



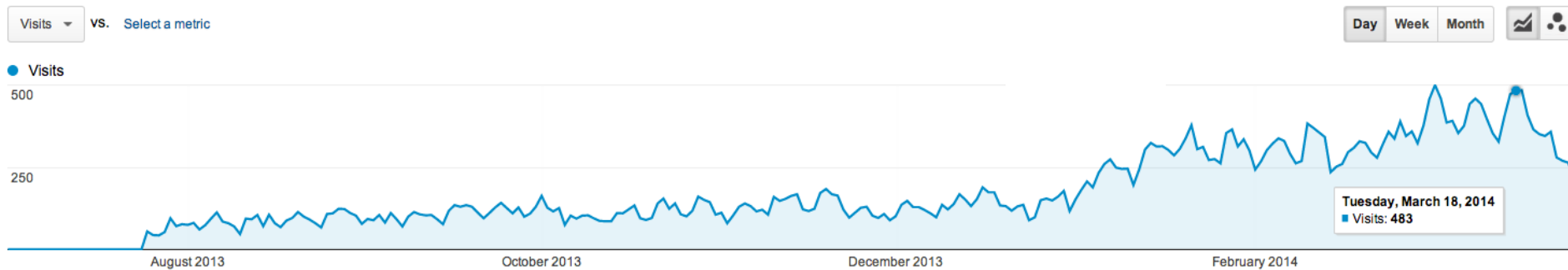
## 84% of site impressions come from blogging efforts

Landing Page	Impressions <sup>?</sup> ↓
	<b>330,278</b> % of Total: 110.09% (300,000)
1. <a href="http://theceliacmd.com/2013/02/fructose-malabsorption-is-is-the-cause-of-my-tummy-troubles/">http://theceliacmd.com/2013/02/fructose-malabsorption-is-is-the-cause-of-my-tummy-troubles/</a>	<b>90,000 (27.25%)</b>
2. <a href="http://theceliacmd.com/2013/04/six-reasons-to-test-for-celiac-disease-before-starting-a-gluten-free-diet/">http://theceliacmd.com/2013/04/six-reasons-to-test-for-celiac-disease-before-starting-a-gluten-free-diet/</a>	<b>90,000 (27.25%)</b>
3. <a href="http://theceliacmd.com/the-celiac-md-articles/top-5-reasons-for-persistent-symptoms-after-going-gluten-free/">http://theceliacmd.com/the-celiac-md-articles/top-5-reasons-for-persistent-symptoms-after-going-gluten-free/</a>	<b>35,000 (10.60%)</b>
4. <a href="http://theceliacmd.com/fructose-malabsorption-is-is-the-cause-of-my-tummy-troubles/">http://theceliacmd.com/fructose-malabsorption-is-is-the-cause-of-my-tummy-troubles/</a>	<b>22,000 (6.66%)</b>
5. <a href="http://theceliacmd.com/six-reasons-to-test-for-celiac-disease-before-starting-a-gluten-free-diet/">http://theceliacmd.com/six-reasons-to-test-for-celiac-disease-before-starting-a-gluten-free-diet/</a>	<b>22,000 (6.66%)</b>
6. <a href="http://theceliacmd.com/2013/11/november-2013-sibo-gluten-ibs-connection/">http://theceliacmd.com/2013/11/november-2013-sibo-gluten-ibs-connection/</a>	<b>8,000 (2.42%)</b>
7. <a href="http://theceliacmd.com/the-celiac-md-articles/are-supplements-to-digest-gluten-safe-and-useful/">http://theceliacmd.com/the-celiac-md-articles/are-supplements-to-digest-gluten-safe-and-useful/</a>	<b>8,000 (2.42%)</b>
8. <a href="http://theceliacmd.com/top-5-reasons-for-persistent-symptoms-after-going-gluten-free/">http://theceliacmd.com/top-5-reasons-for-persistent-symptoms-after-going-gluten-free/</a>	<b>8,000 (2.42%)</b>
9. <a href="http://theceliacmd.com/">http://theceliacmd.com/</a>	<b>5,500 (1.67%)</b>

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TheCeliacMD.com experienced a **971%** increase in visits over a 10 month period

Time Since Optimization	Month	# of Visits
Month 1	June	1,249
Month 2	July	2,758
Month 3	August	4,044
Month 4	Sept	4,731
Month 5	Oct	4,827
Month 6	Nov	4,581
Month 7	Dec	5,104
Month 8	Jan	10,432
Month 9	Feb	9,923
Month 10	March	13,379



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## In Conclusion

Through a combination of SEO, producing quality content, and content promotion, we have increased total site traffic by **971%** in a 10 month period.

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Thank you for your time.

We know it's valuable, and we appreciate you taking yours to spend with us.



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