



"When you can't be left alone
invite us into your home."

CLIENT BACKGROUND



24|7 Nursing Care is the best senior care & home health care agency in Miami. They provide their clients with the highest quality of home health care services. Their team of skilled staffing coordinators will strive to deliver compassionate care every time.

CLIENT CHALLENGES

- **Improve the number of visitors coming through organic channel.**
- **Increase the Brand visibility in search engine results in Florida.**
- **Highlight recent case wins to build trust and credibility.**

Senior Health Care is a very **competitive** practice area within the legal services industry and in order to stand out to potential clients, they need to be well positioned in a **local Google search** and offer content that helps to **build trust** and **authority** with **potential clients**.

24|7 Nursing Care understood that they had a **good reputation** in Florida and **referral business** was not an issue. However, with their experience and proven case results helping **clients** going through senior home **health care services**, they wanted an extra boost in **organic search traffic** from the Florida to get more **monthly Intake leads**.

CLIENT Testimonial

INSERT VIDEO HERE

"Client Quote Inset here"

Summary

- We carried out numerous **SEO activities (On-page & Off-page)** for the website that helped in improving the website's online **visibility** as well as improve the **ratio of links** (Dofollow and Nofollow) coming to the website. Technically **Dofollow** and **Nofollow** links allow for **website traffic** from credible third-party website's to **increase** back-link traffic to 24|7 Nursing Care's website, for example AAVO or other legal review sites.
- A proper **in-depth analysis** was done for top performing competitors, so that we can take ideas about their **strategies**.
- A wide range of activities were performed that helped us to rank at a better position and improve website's **online branding**.
- A number of **quality content pieces** were published on numerous content syndication sites of high authority that helped build prominent backlinks for the website.

SEO CHALLENGES

- **Improve the number of visitors coming through organic channel.**
- **Increase the Brand visibility in search engine results.**

HIGHLIGHTS

- **169.67% increase in organic traffic.**
- Drastic **boost** in the **organic keywords** for the website.

OUR SOLUTION & RESULTS

135.54%

Website Traffic

74.6k

Impressions

169.67%

Organic Traffic

- The traffic inflow saw a spike in the 2 Years of operation with a lot of new unique visitors coming in from organic searches.
- In the span of 2 Years we have succeeded to increase the total website traffic by 135.54%.
- We have improved the keywords position in organic search, which has resulted in 169.67% increase in organic traffic.
- We have increased the total number of keywords as well as also succeeded to achieve high rankings for these keywords on the search engine.
- No doubt, impressions play a major role here and due to that we are getting good organic results. We have succeeded to increase the google visibility for the website. The total number of impressions are 74.6k in the month of May.

BE OUR NEXT SUCCESS STORY

Speak to one of our team members about how we can start getting the results you want

LET'S CONNECT

