



## SEO Case Studies

### Case Study 2:



Website : <http://www.goldfishlocums.com>

Country : USA

Project Duration : June 14, 2011- July 14, 2012.

Overview: Goldfish Locum Tenens is a national recruiting organization specializing in locum tenens physician recruitment and staffing. We match qualified candidates with hospitals, clinics, medical groups, and many other healthcare facilities to provide interim, or locum tenens, solutions for both short and long term physician vacancies. Our in-house team is dedicated to making the process of the job search, travel, credentialing and the paperwork involved as seamless as possible for both the client and the candidate.

#### Challenge :

- Getting good rank for industry related keywords
- Running a link building campaign for improving link popularity
- Social Media Promotion

#### Strategy :

##### ON Page Optimization

<b>Services</b>
Website Audit & Suggestion
Comparative Analysis - Competitors & Client Website
Key phrase research and analysis
Web Pages Analysis
Meta tags & Header tags Optimization
Sitemap Creation
Google Webmaster & Google Analytic Account Setup



Off Page Optimization & Social Media Optimization

<b>Services</b>	<b>Approximate Number of Submission / Account Setup</b>
Directory Submissions	1550
Article Submissions	50
Press Release Distribution	10
Submitting to Social Media Bookmarking websites	1602
Social Networking	5
Social Media Profile Creation	15
Link Building	250
Local Ads Posting	600
Setup Micro Blogging Accounts	5
Search Engine Submission	80

SEO Ranking Before Our work :  
Alexa Rank: N/A

<b>Keywords</b>	<b>Google Rank</b>	<b>Yahoo Rank</b>	<b>Bing Rank</b>
Locum Staffing	0	0	0
Locum Tenens Jobs	0	0	0
Locum Tenens Opportunities	0	0	0
Locums staffing	0	0	0
Locum Positions	0	0	0
Locums	0	0	0
Locum Tenens Doctors	0	0	0
Locum Tenens Staffing	0	0	0
Locum Tenens Recruiter	0	0	0
Locum Tenens	0	0	0
Locum Agencies	0	0	0
Locum Agencies	0	0	0

WORK Done : 9 Months

**Results After Our work ::**

Alexa Rank: **9,227,501**▲

Ranking Improvement

<b>Keywords</b>	<b>Google Rank</b>	<b>Yahoo Rank</b>	<b>Bing Rank</b>
Locum Staffing	3	1	1
Locum Tenens Jobs	3	10	9
Locum Tenens Opportunities	3	7	8
Locums staffing	5	2	2
Locum Positions	5	12	14
Locums	6	6	7



Locum Tenens Doctors	8	15	16
Locum Tenens Staffing	9	20	15
Locum Tenens Recruiter	11	30	29
Locum Tenens	10	9	8
Locum Agencies	15	5	5

### Traffic Improvement :

(Google Analytics)

Date	Visits	Unique Visitors	Page views	Average Page views	New Visits
June 2010-Nov 2010	0	0	0	0	0
June 2011-Aug 2012	4,575▲	3,652▲	6,339▲	1.39▲	79.32%▲



<http://www.goldfishlocums.com> - [http://...](http://www.goldfishlocums.com)  
[www.goldfishlocums.com](http://www.goldfishlocums.com) [DEFA...]

### Visitors Overview June, 2011 - August 2012

% of visits: 100.00%

#### Overview

Visits

500

250

July 2011

October 2011

January 2012

April 2012