



farotech

SEARCH ENGINE OPTIMIZATION

THE **ART & SCIENCE** OF GETTING CRITICAL
KEYWORDS ON THE **FIRST PAGE OF GOOGLE** >

UNIQUE PROCESS

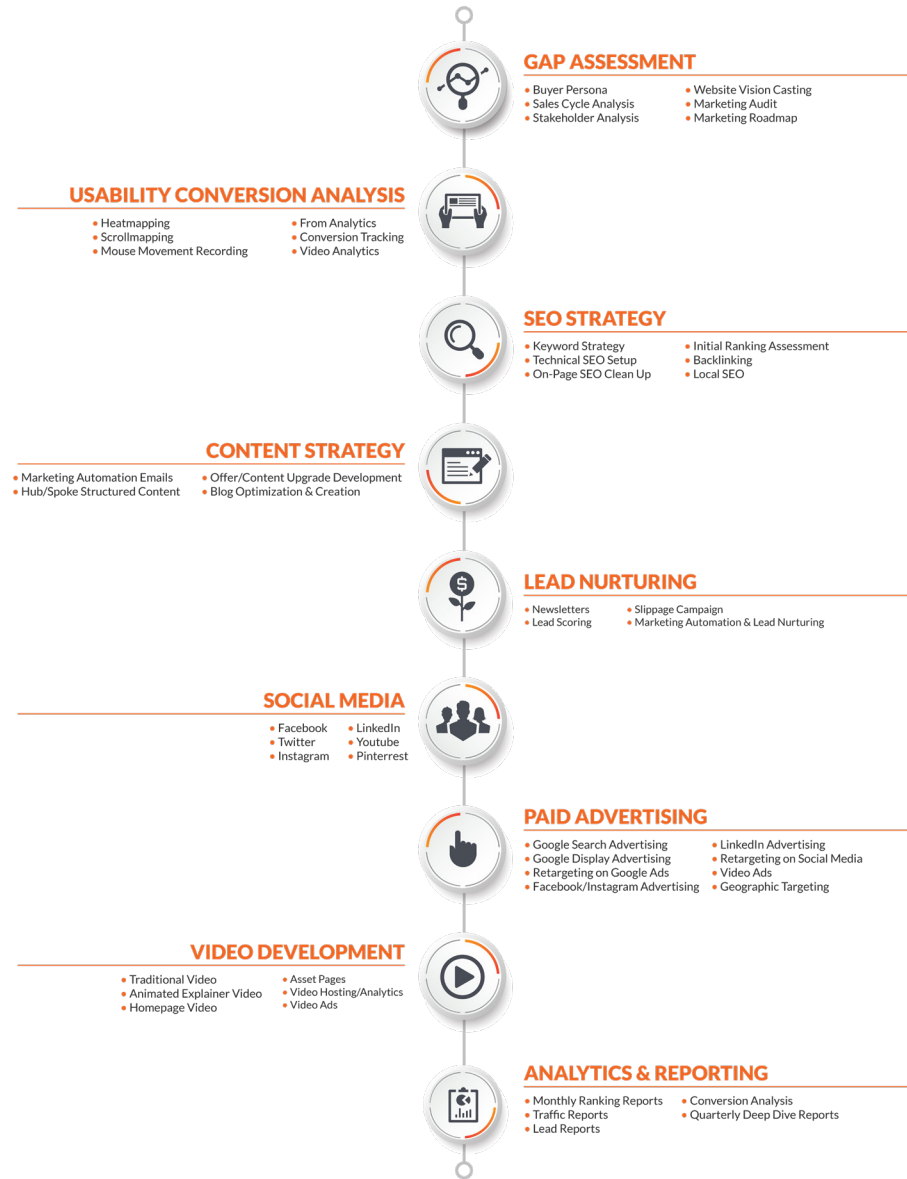


TABLE OF CONTENTS

OUR UNIQUE PROCESS

GAP ASSESSMENT

USABILITY CONVERSION ANALYSIS

SEO

CONTENT STRATEGY

LEAD NURTURING

SOCIAL MEDIA

PAID ADVERTISING

VIDEO DEVELOPMENT

ANALYTICS & REPORTING

NEXT STEPS

Unpacking SEO



While there are several different types of SEO, for purposes of this blog, let's concentrate on just two: **Local SEO** and **Organic SEO**.

When we're talking about local SEO, we primarily mean SEO that is designed around geography-based keywords.

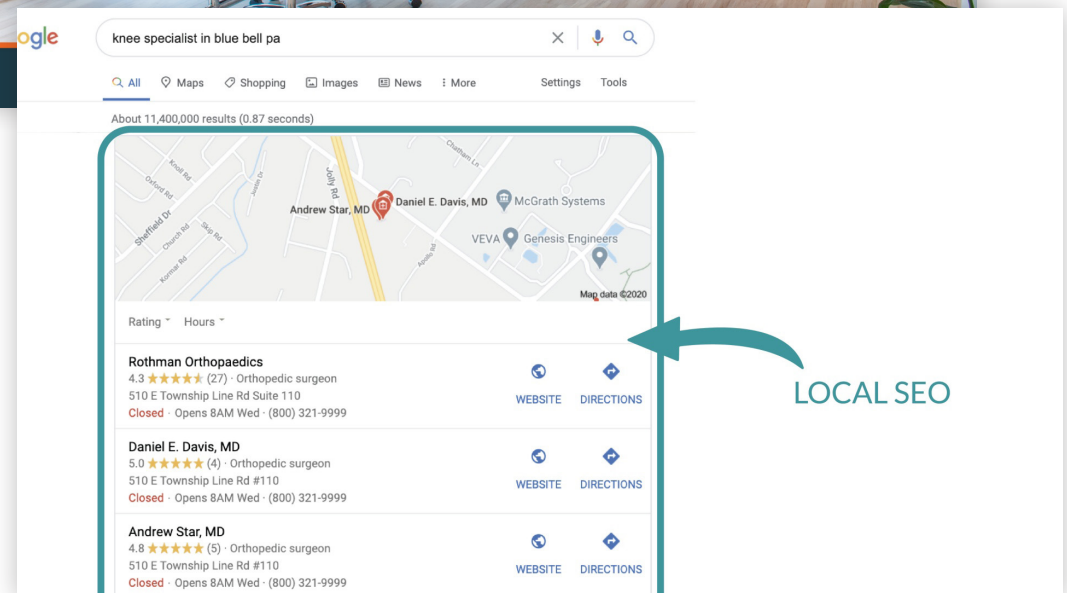
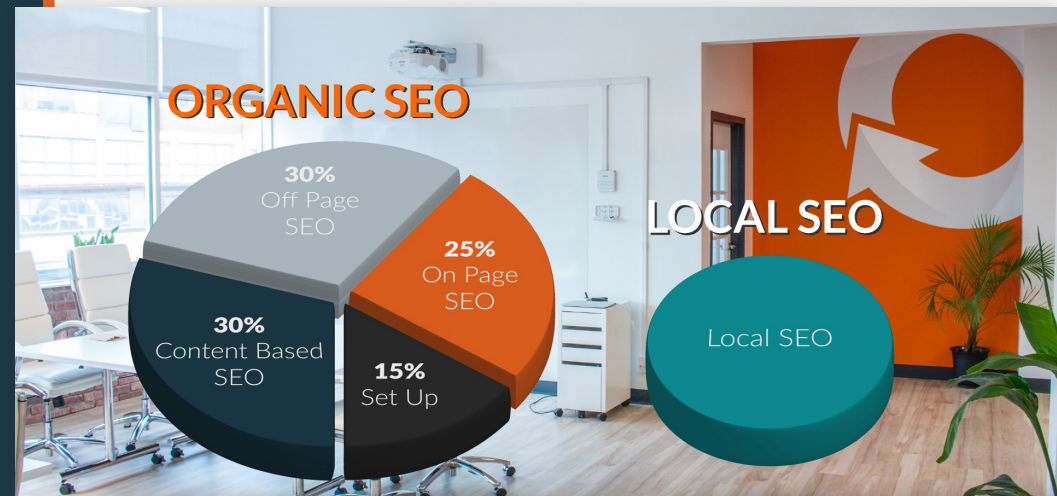
For example, have you ever looked for a plumber in your town? You normally type into the search engine:

“the service” + “the geographical region”

It might look something like:
“Plumber in West Chester, NY”

What you see in the image to the right are local search results that feature 3 local business listings. Those listings are called pin packs.

In order to be successful with local SEO, your business needs to be one of those three.





Understanding Local SEO

But in all honesty, depending on your industry, there's a ton of competition out there. So getting one of those listings requires a **level of expertise** that **few companies have**.

There are a number of different local ranking factors to consider.

One of the top authorities in the SEO world is a company called **Moz**.

Every year MOZ puts out a very detailed report of the ranking factors that help companies get found on a local level.

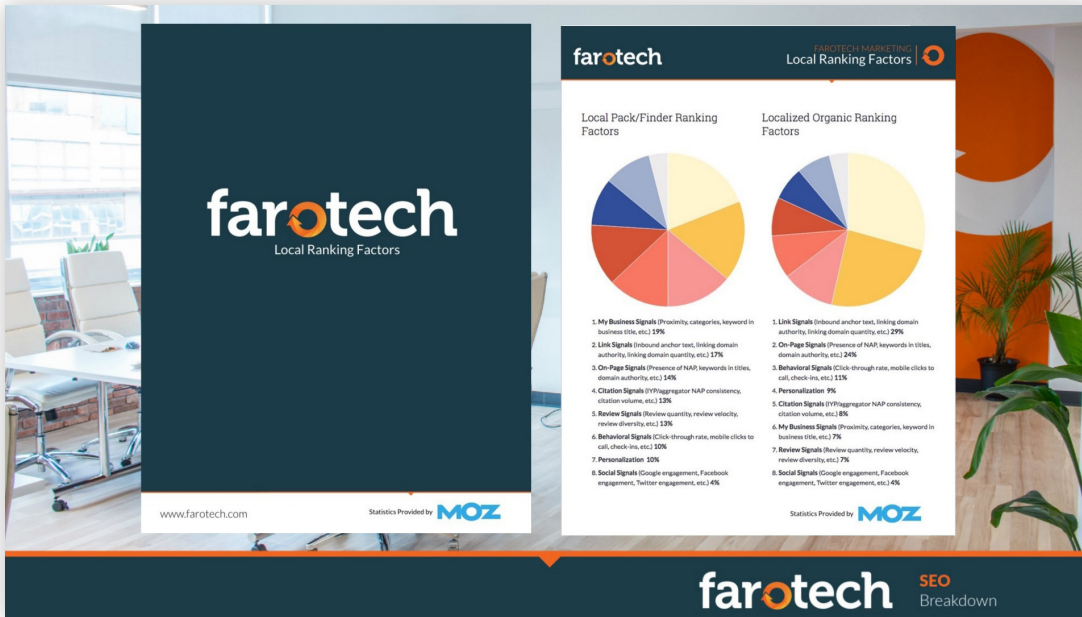
Our team utilizes this guide like a cookbook. We go **step-by-step** through the process of ranking our clients effectively for local SEO keywords.

The image displays a Google search for "knee specialist in blue bell pa". The search results are divided into two sections:

- LOCAL SEO:** This section includes a map showing the location of several orthopedic surgeons in Blue Bell, PA. Below the map, there are three local business listings, each with a rating, address, and phone number. The listings are: Rothman Orthopaedics (4.3 stars, 27 reviews), Daniel E. Davis, MD (5.0 stars, 4 reviews), and Andrew Star, MD (4.8 stars, 5 reviews). Each listing includes a "WEBSITE" and "DIRECTIONS" link.
- ORGANIC SEO:** This section shows organic search results for the same query. The top result is from rothmanortho.com, titled "Blue Bell, PA | Rothman Orthopaedic Institute". Other results include Healthgrades and Vitals, all providing information about orthopedic surgeons in Blue Bell, PA.

Search Engine Optimization

The Ultimate Digital Marketing Process



In local SEO, the most critical ranking factor that we analyze is the **consistency** of your NAME, ADDRESS and PHONE Number—as they appear on your citations.

In our industry, we call this NAP.

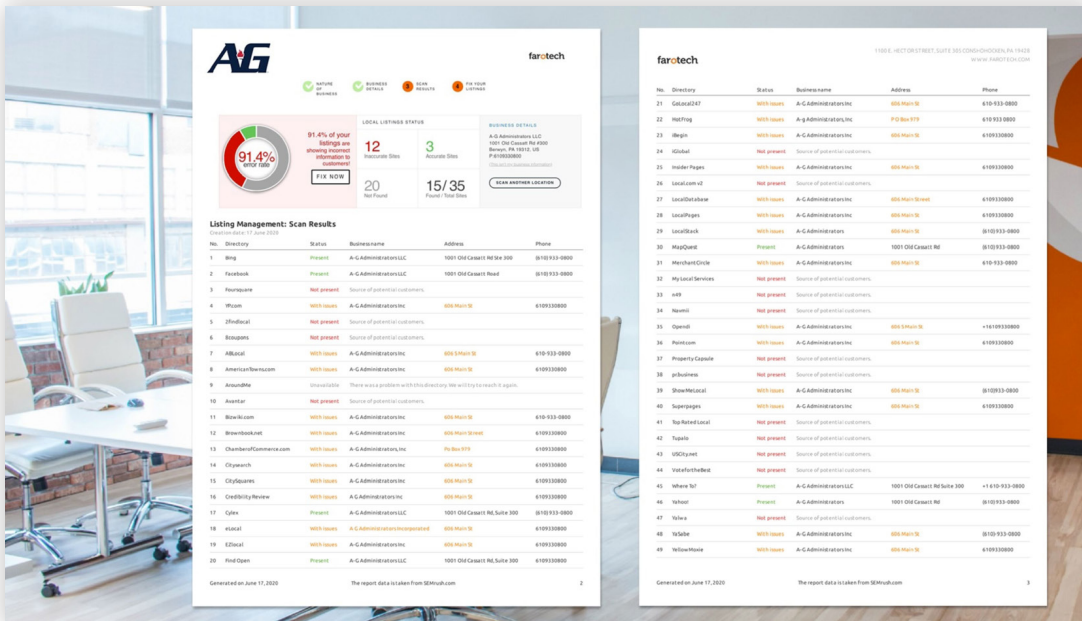
Having a **consistent NAP** on online directories increases your domain authority and is one of google's recommended best practices for local businesses.

To the left is a sample Local SEO report that we present to our clients.

Now let's talk about organic SEO...

With Oranic SEO we have designed and used a very unique approach called VOD, which stands for "volume over difficulty."

To explain VOD, let's walk through our skyline analogy.



Ishmael M
Project Manager

Nothing makes a brand more unbeatable than an organized team and transparent communication.

Search Engine Optimization

The Ultimate Digital
Marketing Process



Of course every company we work with would like to be on the first page of Google and Bing for keywords that drive a ton of search volume. We call those keywords skyscrapers.

However, just because you want to be on the first page of Google for skyscrapers does not mean that you have developed enough authority in the eyes of Google to secure that type of ranking.

And one of the biggest pitfalls companies make in marketing is that they over reach for keywords that are outside of what is realistic for their current capacity.

So you have to have a **plan** to get there... enter our VOD strategy.

In the VOD process, we are looking to identify keywords that have the highest visibility or search volume with the lowest competition and the lowest keyword difficulty.



The screenshot shows the farotech VOD SEO Strategy dashboard. The main section is titled "Keyword Magic Tool: knee replacement". It displays a table of search results with columns for Volume, Trend, KD % (Keyword Difficulty), CPC \$ (Cost Per Click), Com. % (Competition), and Results. Three orange arrows point to the "Search Volume", "Keyword Difficulty", and "Competition" headers. The table lists various keywords related to "knee replacement" with their respective metrics.

Keyword	Volume	Trend	KD %	CPC \$	Com. %	SP	Results
knee replacement	40,500	[Trend]	83.35	2.84	0.48	7	189K
knee replacement surgery	27,100	[Trend]	84.04	3.24	0.48	6	90.4K
total knee replacement	14,800	[Trend]	86.18	3.48	0.33	6	74.2K
partial knee replacement	9,900	[Trend]	74.91	2.66	0.35	4	18.1K
knee replacement recovery	8,100	[Trend]	76.05	1.49	0.56	6	50.9K
knee replacement recovery time	6,600	[Trend]	78.23	1.67	0.39	6	34.8K
total knee replacement surgery	4,400	[Trend]	79.10	3.11	0.48	6	52.7K
knee replacement video	3,600	[Trend]	74.11	1.31	0.37	5	53.8K
how long does a knee replacement last	2,900	[Trend]	80.06	2.82	0.21	4	58.7K
knee replacement alternatives	2,900	[Trend]	70.36	2.53	0.67	6	5.9K
knee replacement cost	2,400	[Trend]	76.89	1.48	0.39	7	52.4K
knee replacement surgery video	2,400	[Trend]	80.65	0.85	0.37	5	20.7K
total knee replacement video	2,400	[Trend]	77.17	1.39	0.44	4	20.4K
how long does knee replacement surgery take	1,900	[Trend]	84.41	3.07	0.16	6	85K
partial knee replacement surgery	1,900	[Trend]	75.99	2.83	0.50	3	18.3K



The reality is that most companies compete for the top **10,000 keywords** in their industry. What they don't realize is that those terms only make up **20% of overall search**.

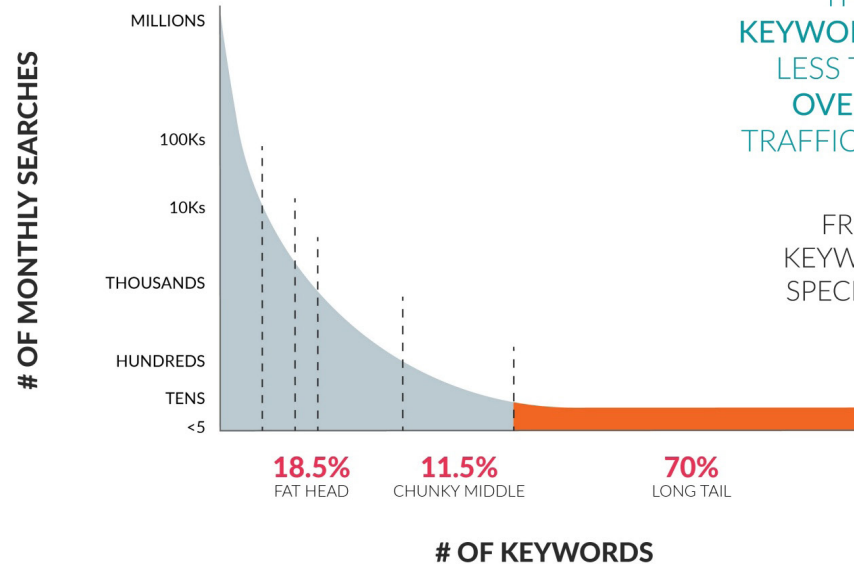
Companies do this because they **don't know how to find the 80% of keywords** that are more specific - and easier to acquire.

Our technology allows us to identify those highly specific 4-6 word phrases called **"long tail keywords."**

These misfit toys, so to speak, are keywords that are often **neglected by your competitors...** and they're the same ones that we're going to go acquire and use to your advantage, in both the short game and in the long run.

Keywords: Hidden Gem

GET SPECIFIC AND GET FOUND



THE TOP **10,000 KEYWORDS** MAKE UP LESS THAN **20% OF OVERALL SEARCH TRAFFIC**.

70% COMES FROM LONG TAIL KEYWORDS, HIGHLY SPECIFIC 4-6 WORD PHRASES

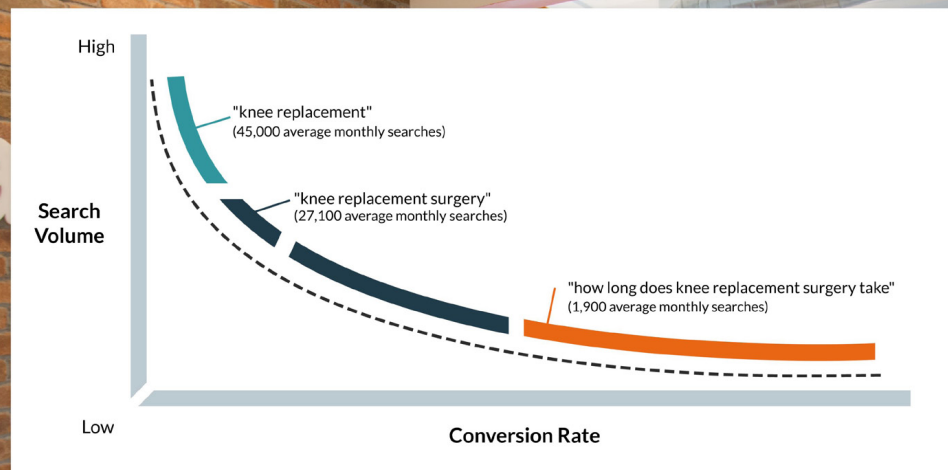


Data also indicates that long tail, VOD keywords **convert significantly better than broad term high-volume keywords**. That's another perk of the system we use!

So, let's go back to our skyline analogy.

Rather than going after skyscrapers right off the bat, what we want to do is go after **all the other real estate**. Those buildings are the VOD keywords.

Because once your organization can get on the first page of Google for hundreds, or even thousands, of these VOD keywords... then what you've done is **reach a tipping point**.





Tipping Point: Increased Domain Authority = Trust Rank

The **tipping point** is essentially when your website has developed **enough domain authority**, and Google **recognizes it** as providing thought leadership in your industry, that now you have **gained the ability** to go after those highly coveted skyscraper keywords.

And your website is able to rank for those skyscraper keywords bigger, stronger, faster than your competition because, as far as Google's concerned, **you've earned the right to be heard.**



farotech VOD
Breakdown



So, let's take a look at how this plays out in a real life case study.

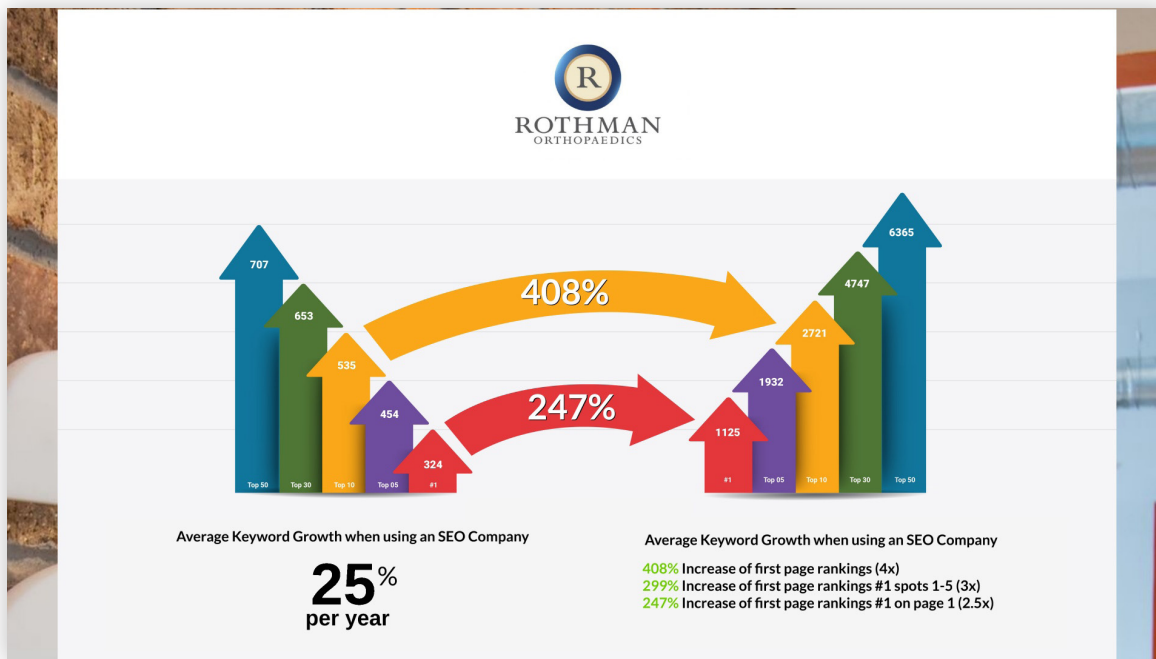
This diagram here shows the keyword growth we were able to achieve for one of our larger healthcare clients in a 4 year subset.

A typical SEO company is going to look to increase the number of keywords on the first page of google on average by about 25% per year.

As you can see, in just 4 years, we were able to increase this client's keywords that were on the **first page of Google by a whopping 408%**!

And the keywords that were ranked in spot #1 on page #1, we increased by over 247%!

Obviously, that is a big increase, but what we really cared about is how that all translated to patient acquisition.





In Google Analytics, we measure qualified traffic.

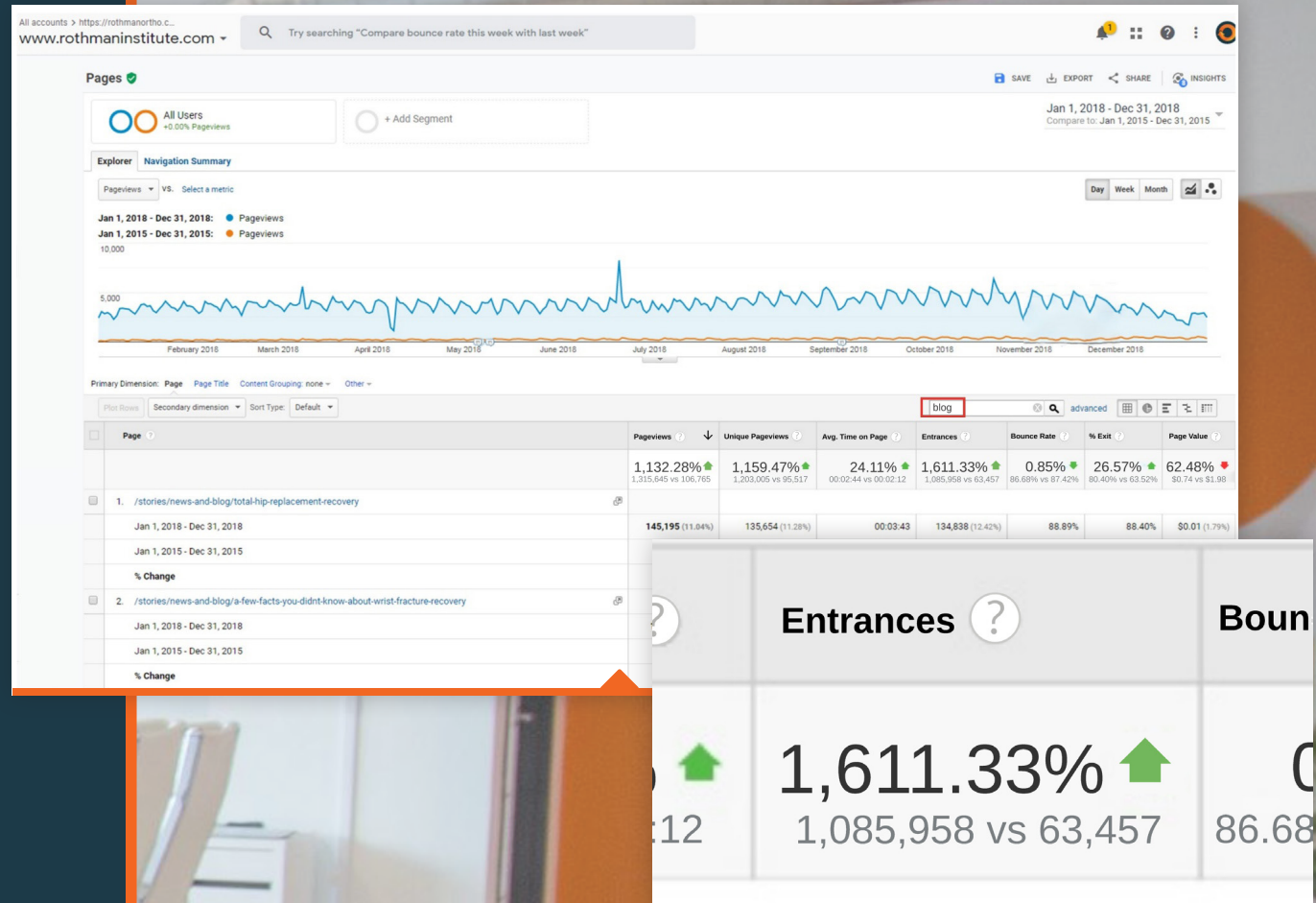
As you can see this data is just from the clients' blog alone.

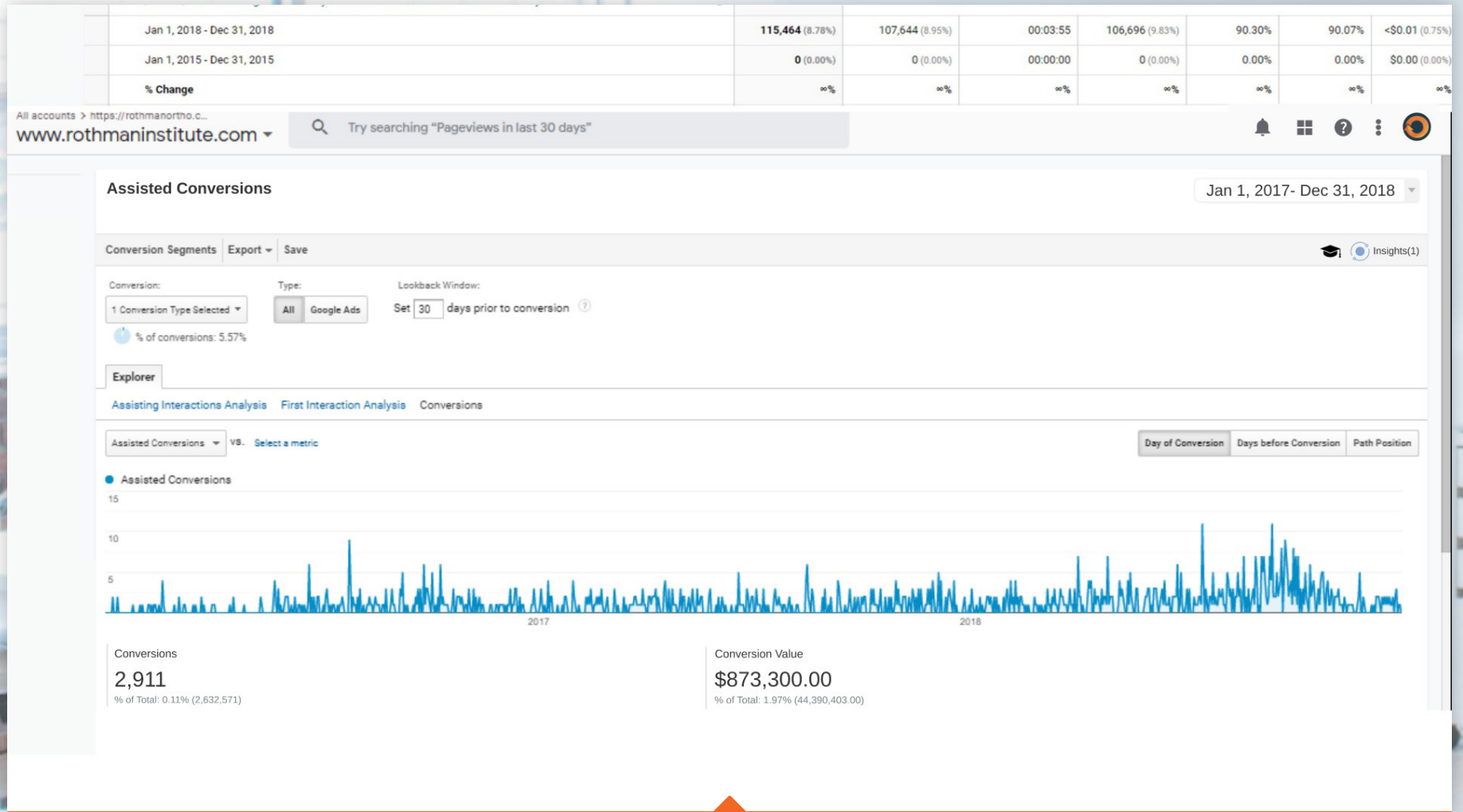
First let's look at entrances. Entrances are essentially visitors that came to our client's website through, in this scenario, their blog.

As you can see, we increased entrances by over 1000% – from 63k to over 1 million!

Those results are really powerful! But you're probably wondering, "Well, was that qualified traffic?"

To answer that, we look at pageviews.





SEO: ROI

As you can see in the pervious page, we can see how we were able to increase page views by over **1100%+** —from **100k** to **1.3 million!**

But still, the most important question to ask is: “**Did it work?** Did this client get new Patients?”

So, let’s walk through that.

In a 3 year subset, we were able to generate **2,911 conversions** from their **blog alone**. That equated to over **873k worth of revenue**.

How did we get there?

Our client estimated the value of a first time appointment at **\$300**.

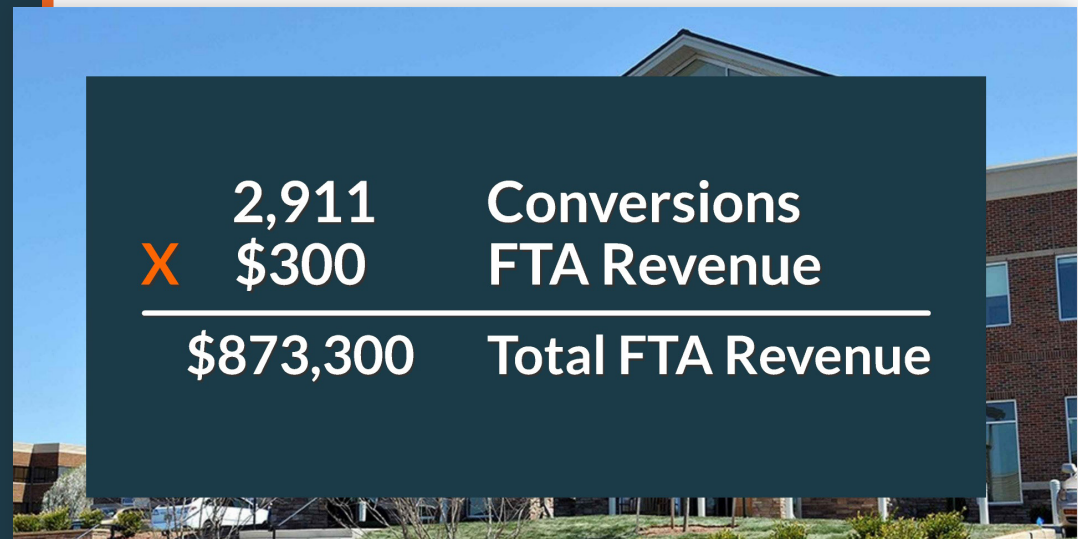
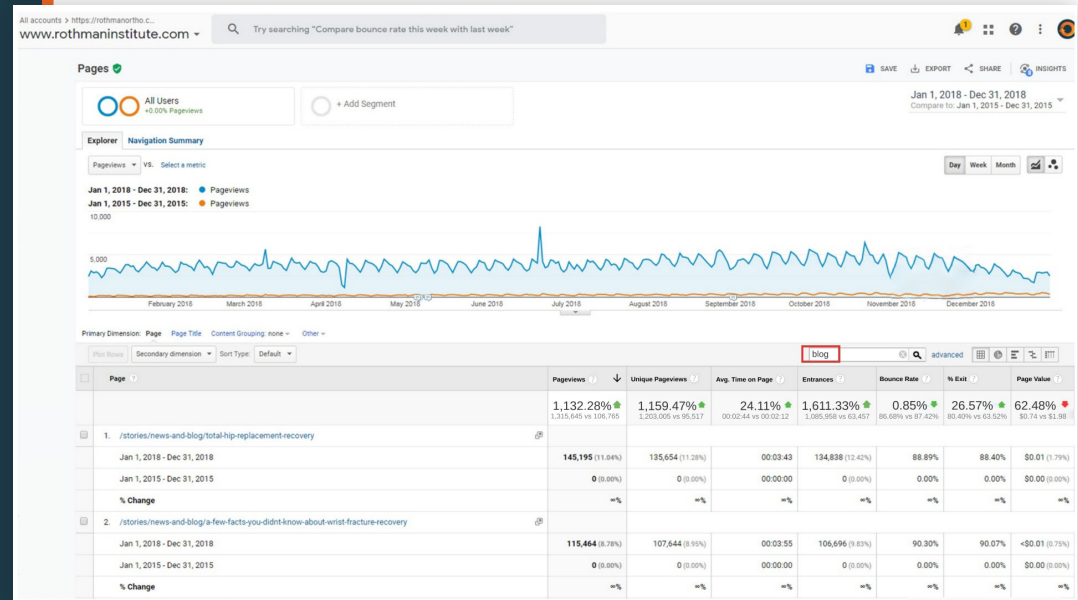
So, if you do the math, we have **2,911 conversions** multiplied by **\$300 = \$873k** worth of first time appointment revenue.

Take into account that this number was solely generated off of the revenue accumulated from the first time appointments and initial consultations **ONLY**. These revenue numbers did not even factor in subsequent treatments or surgery.

And here’s why what we do is so unique:

Most SEO companies promise to drive traffic to your website. But they do so with little to **no guarantee** on quality of traffic or concern over whether that traffic will actually convert.

That’s where we’re different. We not only bring the horse to water, but we’re accountable for if it drinks or not.



Search Engine Optimization



Our approach works for all types of businesses - whether you are B2B, B2C, small, medium, or large.

What you can see here, in case study after case study, are the success stories we've been able to achieve for our clients.

Now that we have shown how our conversion science works, the next question we get asked is:

How long before we start to see results?

That's a great question. Unfortunately, the answer is, "It depends."



How long does it take to rank



How Long does it take keywords to Rank?

Low (VOD): 121 days

Medium: 304 days

High: 365 days

In order to explain, let us introduce you to Neil Patel. This handsome gentleman is like the Elvis of digital marketing. He did a data rich study to find out how long it takes to rank for critical keywords.

Keep in mind that there is a lot of complexity involved, but essentially, the VOD keywords take approximately **121 days** to rank while medium volume keywords take an average of **304 days**.

High volume keywords (skyscrapers), which are extremely competitive, take approximately a **year**.

That is why we spend so much of our time chasing down unique keywords that are in low to medium range. There is less competition, and it will benefit you more in the long run.

Summary

When we look at data we've compiled from over 21 years of marketing success for our clients', we found that, no matter the industry, SEO was still the dominant way to attract, convert, and establish a **raving customer base** for our clients 9 times out of 10, driving **1000%+ more traffic** than organic social media.

Lots of marketers wax poetic about SEO, but very few know how it actually works. SEO is both an art and a science, something that most companies are unaware of. The biggest challenge that companies have is that they want to score with SEO but they haven't developed enough domain authority--essentially, the right to be heard in the eyes of Google. They also misunderstand how long it takes to actually acquire enough domain authority to rank effectively.

If you're lacking in domain authority, you'll need a more innovative strategy that is able to secure words that are highly convertible but with less competition. In the background, an agency should be building your domain authority so that you can score bigger

keywords faster than your competition. The data shows that most companies compete for the top 10,000 keywords in their industry. What they don't realize is that those terms only make up 20% of overall search. Smart companies understand that up to 80% of keywords are more specific--and easier to acquire.

If you have not developed an SEO approach that is quantifiable--in actual dollars and cents--to justify ROI, it's just unqualified traffic, and all you've really done is increase your web hosting bill.

Fortunately, we've developed a way to connect **SEO traffic** to dollars and cents. That way, you can quantify how much your traffic is worth, and how often it **leads to conversion**.

We've done this before with our clients, and we'll teach you how to also rank coveted keywords on the first page of Google and other search engines by addressing some overlooked details to build out your "skyline" such as:



- Local SEO
- Organic SEO
- VOD Skyline Approach to SEO
- ROI
- ...and more.

Next Steps



Now that you know how to approach SEO differently as part of a comprehensive marketing strategy, make sure to download our next eBook that explores the wonderful world of **Content Strategy**--where you get to shape your unique story in a compelling way that connects to your target audience where and when it matters most. Download our **Content Strategy eBook** or download the full **Digital Marketing Process eBook**.

