



**SKYNET TECHNOLOGIES**

# Ohio-based Mobile Medical Vehicle Manufacturer Hits the Success with 2X Organic Traffic Growth & Qualified Leads!



[www.skynettechnologies.com](http://www.skynettechnologies.com)



# Table of Contents

1. The Brief

---

2. Project Details

---

3. Biggest Challenges

---

4. The Approach and Solution

---

5. The Analysis

---

6. Result

• Achieved Page #1 Ranking for Targeted Keywords:

- ➡ USA
- ➡ INDIA
- ➡ AUSTRALIA
- ➡ CANADA
- ➡ UAE

7. Contact Information

---



## The Brief

The client has spent years of collaboration with dental professionals to understand their office requirements. With a team of designers and engineers; they are providing “medical/dental offices on wheels” mounted bus and chassis from leading manufacturers such as Thomas built, Ford, Chevrolet, and more. They have substantial experience with the manufacturing protocols of new and used mobile dental clinic/medical clinics and the necessary equipment. Also, the client provides refurbished medical equipment including MRI scanners, CT scanners, PET/CT scanners, nuclear medicine camera, catheterization lab system, ultrasound system, and more for global brands GE, Siemens, Phillips, and Toshiba.

Their vehicles can be found serving private sector organizations, government, hospitals, dentists, and more both across the United States and around the world.



# Project Details

Please find following details about project type, size, used platform, and what kind of services we have served to them:



## Industry

Mobile Medical Vehicles  
Manufacturer and Consultant



## Project Size

Medium



## Services

Website Design  
Website Development  
Search Engine Optimization



## Platform

WordPress  
HTML/CSS



## Biggest Challenges

- Create a website from scratch.
- A higher competition in this ever-changing nature of digital marketplace, is the biggest challenge to success.
- Traffic needs to increase from 0.
- Increase the trust and best experience of healthcare professionals.
- More specifically, the team was looking for specific quality leads to ensure their digital efforts provide actual business value.
- Increase lead generation quantity and quality.
- Creating a greater brand awareness which was comparatively low across USA.
- Provide an online support from which customers can connect with our client at any time and resolve their queries or questions at that time only.
- Content promotions and distribution.



# The Approach and Solution

We had the pleasure of being a partner of this client for over 10 years. In the first phase of the website, we researched the competition and created a website's visual sitemap. Once the client agreed, we created their website with the best SEO practices. With an in-depth understanding of their website and technical pain points, we have developed a comprehensive SEO strategy that includes the following activities:

- ➡ Set up new XML sitemap
- ➡ Optimization of content and meta tags as per targeted keywords
- ➡ Website technical audit
- ➡ Website architecture optimization
- ➡ Content strategy recommendations
- ➡ New content development
- ➡ Link building
- ➡ Local SEO
- ➡ Website Page Speed Optimization
- ➡ User friendly inquiry / RFQ forms optimization
- ➡ Live chat integration
- ➡ Mobile first indexing
- ➡ Social media integration
- ➡ Organic social media marketing

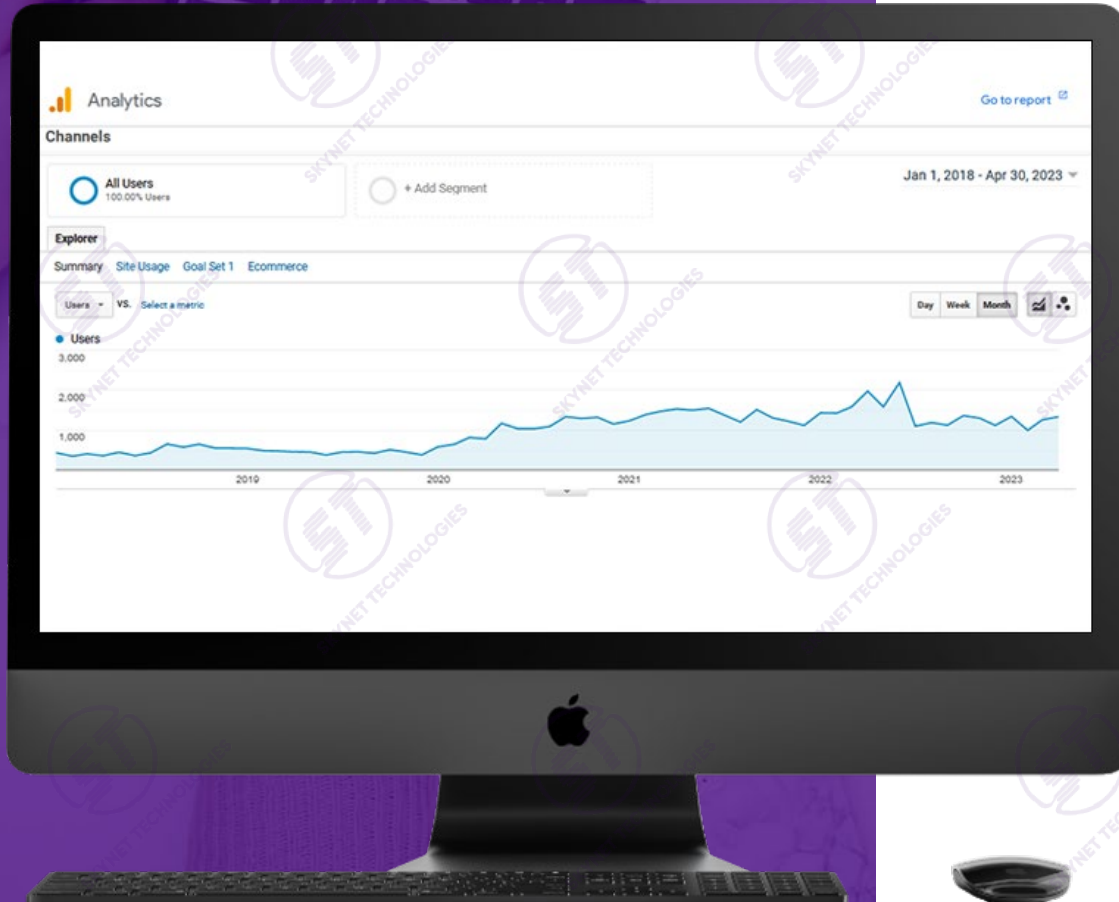
We performed regular on-site SEO maintenance to make sure the site's every page is fully optimized with a targeted keyword list & improve the overall site's credibility. Regular content additions and updates encourage traffic growth. Digital reputation is an essential part of internationally focused digital strategy. So, we were used to adding aggressive content and doing link building activities. Whenever there is any product launch, we used to add a new page to the website to enhance its ranking and organic traffic. In addition, our team was used to adding search-optimized articles on a regular basis which is readily shareable through any online platform.





# The Analysis

To find the right insights and data for long-term growth through above practices, we have picked the best-in-class SEO tools which we are using on a regular basis:





# Result



**#1**

Google SERP ranking for targeted keywords Internationally.



**#2**

Organic traffic yearly.



**#2**

Qualified leads yearly.

The implemented recommendations proved rewarding as we saw 2X organic traffic compare to its previous year's organic traffic. Also, the client was incredibly happy to achieve 2X qualified leads yearly. Also, we have achieved Page #1 ranking at Google SERP. This was not only due to basic SEO implementations but also through developing targeted content focused on users' queries.

Our long-term commitment to SEO continues to pay off as traffic and sales growth. We are continuously up to date with latest industry trends as well to grab the new opportunities! SEO changes fast; it comes with new challenges from algorithm changes to voice impacts as well. We provide comprehensive SEO services with well-established approach and ever evolved with the improvements over a time!







# Result

Achieved Page #1 Ranking for Targeted Keywords

## Targeted Keywords

USA

mobile clinic for rent	mobile dental vans for sale	mobile dental clinic services
mobile dental trailer for rent	mobile dental trailer	mobile dental clinic design
medical dental trailer	dental coaches for sale	mobile dental clinic for rent
mobile dental clinic for sale	signa voyager mri	gamma camera ge
used mobile dental clinic for sale	toshiba pet ct	ge discovery gamma camera
used mobile dental van for sale	ge gamma camera	mobile cbct for sale
nuclear imaging van	siemens definition edge 128	sprinter dental van
mobile dental van for sale	closed mri scanner	mobile clinic rental



# Result

Achieved Page #1 Ranking for Targeted Keywords

## Targeted Keywords

USA

mobile trailer	dental trailers	dental clinic for rent
mobile medical clinic for rent	mobile dental vehicle for sale	bone density mobile van
dental clinic on rent	ge infinia gamma camera	mobile dental trailer for sale
dentist van	medical van	mobile dental clinic bus
advantages of mobile dental van	dental mobile unit	mobile van for rent
mobile dental clinics for sale	philips panorama mri	pre-owned pet/ct scanner equipment
mobile dental units for sale	refurbished pet ct scanner	medical trailer rental
mobile medical trailers for rent	dental vans for sale	



# Result

Achieved Page #1 Ranking for Targeted Keywords

Targeted Keywords		
INDIA		
gamma camera siemens	dental clinic on rent	refurbished pet ct scanner
mobile dental trailer for rent	mobile medical clinic for rent	mobile dental clinics rental
mobile clinic for rent	mobile dental clinics for sale	mobile medical trailers for rent
sprinter dental van	used mobile dental clinic for sale	used mobile dental van for sale
siemens mri scanner	mobile dental clinic for sale	mobile dental van for sale
gamma camera ge	ge gamma camera	dental trailers
medical dental trailer	mobile dental vans for sale	ge gamma cameras
dental coaches for sale	toshiba pet ct	dental van for sale



# Result

Achieved Page #1 Ranking for Targeted Keywords

## Targeted Keywords

### AUSTRALIA

gamma camera siemens	philips ingenia cx	used mobile dental clinic for sale
gamma camera ge	australian mobile dental care	ge czt gamma camera
sprinter dental van	mobile dental clinics for sale	mobile dental vans for sale
mobile dental trailer for rent	refurbished pet ct scanner	mobile dental clinics Australia
medical dental trailer	bone density mobile van	ge gamma cameras
mobile clinic for rent	dental trailer	mobile dental van for sale
dental coaches for sale	mobile dental clinic australia	mobile dental clinics rental



# Result

## Achieved Page #1 Ranking for Targeted Keywords

Targeted Keywords		
CANADA		
gamma camera ge	dental van for sale	dental coaches for sale
mobile dental trailer for rent	used mobile dental clinic for sale	ge gamma camera
sprinter dental van	mobile dental clinic for sale	mobile dental vans for sale
mobile clinic for rent	mobile dental clinics for sale	dental trailers
medical dental trailer	mobile dental clinics rental	



# Result

Achieved Page #1 Ranking for Targeted Keywords

Targeted Keywords		
UAE		
gamma camera ge	dental coaches for sale	refurbished pet ct scanner
gamma camera siemens	mobile dental clinics for sale	mobile dental clinics rental
mobile dental trailer for rent	used mobile dental clinic for sale	used mobile dental van for sale
medical dental trailer	mobile dental clinic for sale	mobile clinic for sale
mobile clinic for rent	mobile dental vans for sale	used mobile clinic for sale



# Contact Information




## USA - Kentucky

SKYNET TECHNOLOGIES USA LLC.

### Independence

3265 Summitrun Drive,  
Independence, KY, 41051

 **Phone:** (810)-358-8040




## USA - Nevada

SKYNET TECHNOLOGIES USA LLC.

### Las Vegas

304 S. Jones Blvd,  
Las Vegas, NV, 89107

 **Phone:** (725)-222-4706




## USA - Florida

SKYNET TECHNOLOGIES USA LLC.

### Gainesville

9045 SW 79th Avenue  
Gainesville Fl 32608

 **Phone:** (352)-448-7349




## India

SKYNET TECHNOLOGIES

### Jamnagar, Gujarat

258, 259, 260, 2nd Floor,  
NEO Square, Near Ambar Cinema,  
P. N. Marg, Jamnagar, Gujarat, 361008.

 **Phone:** +91 288 2557292




## India

SKYNET TECHNOLOGIES

### Pune, Maharashtra

Virtual Development Center

 **Phone:** +91 93590 89306




## Australia

SKYNET TECHNOLOGIES AUSTRALIA PTY LTD

### Melbourne

Level 8, 805/220 Collins St,  
Melbourne VIC 3000  
(8th level of building 220)

 **Phone:** +61 73-053-8090



**SKYNET TECHNOLOGIES**

Thanks for Your Time. Any Questions? You can connect with us at:



[www.skynettechnologies.com](http://www.skynettechnologies.com)



[hello@skynettechnologies.com](mailto:hello@skynettechnologies.com)



+1 - (810)-358-8040