



SKYNET TECHNOLOGIES

CASE STUDY

Ohio-Based Mobile Medical Vehicle Manufacturer Hits Success with **2X Organic Traffic Growth & Qualified Leads!**



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Project Details



Industry

Mobile Medical Vehicles Manufacturer and Consultant



Project Size

Medium



Platform

WordPress, HTML/CSS



Services

Website Design, Website Development, Search Engine Optimization

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.



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.



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Analysis

To find the right insights and data for long-term SEO growth, we have used following tools:

- Google Analytics 4
- Google Search Console
- SEMrush
- Moz Link Explorer

Result

#1

Google SRP ranking for targeted keywords Internationally.

2x

Organic traffic yearly.

2x

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.

Achieved Page #1 Ranking for Targeted Keywords

USA	India	Australia	Canada	UAE
KEYWORDS				
mobile clinic for rent	mobile dental trailer for rent		medical dental trailer	
mobile dental clinic for sale	used mobile dental clinic for sale		used mobile dental van for sale	
nuclear imaging van	mobile dental van for sale		mobile dental vans for sale	
mobile dental trailer	dental coaches for sale		sprinter dental van	
mobile clinic rental	mobile trailer		mobile medical clinic for rent	
dental clinic on rent	dentist van		advantages of mobile dental van	
mobile dental clinics for sale	mobile dental units for sale		mobile medical trailers for rent	
dental trailers	mobile dental vehicle for sale		ge infinia gamma camera	
signa voyager mri	toshiba pet ct		ge gamma camera	
siemens definition edge 128	closed mri scanner		mobile dental clinic services	
mobile dental clinic design	mobile dental clinic for rent		gamma camera ge	
ge discovery gamma camera	mobile cobct for sale		medical van	
dental mobile unit	philips panorama mri		refurbished pet ct scanner	
dental vans for sale	dental clinic for rent		bone density mobile van	
mobile dental trailer for sale	mobile dental clinic bus		mobile van for rent	
pre-owned pet/ct scanner equipment	medical trailer rental			



Result

USA	India	Australia	Canada	UAE
KEYWORDS				
mobile dental trailer for rent	mobile clinic for rent		sprinter dental van	
siemens mri scanner	gamma camera ge		medical dental trailer	
dental coaches for sale	dental clinic on rent		mobile medical clinic for rent	
mobile dental clinics for sale	used mobile dental clinic for sale		mobile dental clinic for sale	
ge gamma camera	mobile dental vans for sale		toshiba pet ct	
refurbished pet ct scanner	mobile dental clinics rental		mobile medical trailers for rent	
used mobile dental van for sale	mobile dental van for sale		dental trailers	
ge gamma cameras	dental van for sale		dental trailer	
mobile dental vehicle for sale				



Result

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



Result

USA	India	Australia	Canada	UAE
KEYWORDS				
gamma camera ge		mobile dental trailer for rent		sprinter dental van
mobile clinic for rent		medical dental trailer		dental coaches for sale
dental van for sale		used mobile dental clinic for sale		mobile dental clinic for sale
mobile dental clinics for sale		ge gamma camera		mobile dental vans for sale
dental trailers		mobile dental clinics rental		



Result

USA	India	Australia	Canada	UAE
KEYWORDS				
gamma camera ge	gamma camera siemens		mobile dental trailer for rent	
medical dental trailer	mobile clinic for rent		dental coaches for sale	
mobile dental clinics for sale	used mobile dental clinic for sale		mobile dental vans for sale	
refurbished pet ct scanner	mobile dental clinics rental		used mobile dental van for sale	
mobile clinic for sale	used mobile clinic for sale		dental trailer	

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!

Get in touch with us at hello@skynettechnologies.com or submit your request free quote for more information.



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Thanks for your time. Any questions?
You can connect with us at:



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