

# ArchiTech Internet Marketing Case Study

## SEO Case Study :: Care Animal Hospital Website



### Background:

Care Animal Hospital is Hillsborough County's largest full-service veterinary facility providing a comprehensive range of animal care services, staffed by 10 veterinarians and 25 animal technicians. They also run the only equine surgical and medical referral center on the west coast of Florida.

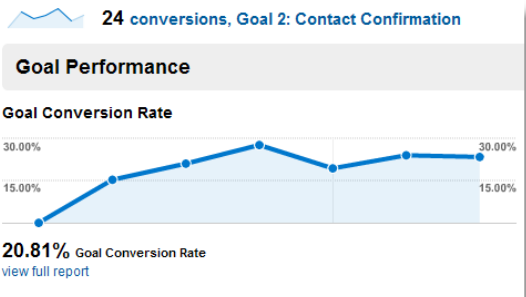
**Website:** [www.CareAnimalHospital.org](http://www.CareAnimalHospital.org)

### Challenge:

Although Care Animal Hospital's website had been in existence since 2005, they received minimal business from internet visitors, amounting to less than a handful of customers each year. Additionally, they were only appearing in the search engines for search queries related to "care animal hospital" or "animal hospital". In 2008, Care selected ArchiTech to provide Search Engine Optimization services, which also led to a site redesign.

### Results:

While website redesigns often have an initial negative impact on search engine rankings, they are sometimes unavoidable – which was the case with Care Animal Hospital's site. On most pages of the existing site, there was little more than a sentence or two that provided any information for visitors or search engines. After all the preliminary keyword research and revised site layout was completed, we produced unique copy for each page of the site, optimizing title and meta tags, implemented search-engine friendly URLs, and installed analytics to track visitor behavior and usage statistics. Since the launch of the re-design in October 2008, Care has been receiving 20+ leads and scheduling appointments each month from its website, and currently ranks in the top 10 of the 3 major search engines for more than 40 search queries related to the services they provide.



## Ranking Results:

Keyword Search	Jun-08
vet house calls, brandon, fl	201
veterinarians, brandon fl	201
low cost spay, brandon fl	201
exotic pet vet, brandon, fl	201
pet transport, brandon fl	201
weekend vets, brandon fl	201
vet farm calls, brandon fl	201
emergency vet clinics, brandon fl	201
equine doctor, brandon, fl	201
pet vaccinations, brandon fl	201
pet wellness plans brandon fl	201
heartworm prevention, brandon fl	201

Pre-SEO rank positions: Aug 2008  
 most search queries for related services appear beyond the 20<sup>th</sup> page of Search Engine Results.

Keyword	Google Rank
best vet, brandon fl	1
vet farm calls, brandon fl	1
vet farm calls, riverview fl	1
vet farm calls, valrico fl	1
vet house calls, brandon fl	1
animal hospital, brandon fl	2
veterinarian, brandon fl	2
veterinary clinics, brandon fl	2
vets, brandon fl	2
weekend vets, valrico fl	2
animal clinic, brandon fl	3
exotic pet vet, brandon fl	3
emergency vet clinics, brandon fl	3
weekend vets, brandon fl	4
pet transport, brandon fl	6
vet house calls, riverview fl	7
vet house calls, valrico fl	7
equine doctor, brandon fl	16

Post-SEO rank positions : Feb 2008

Keyword	Yahoo! Rank
vet farm calls, brandon fl	1
vet farm calls, valrico fl	1
vet house calls, brandon fl	1
exotic pet vet, brandon fl	1
vet house calls, valrico fl	1
vet house calls, riverview fl	1
heartworm prevention, brandon fl	1
vet farm calls, riverview fl	2
animal hospital, brandon fl	2
pet transport, brandon fl	3
pet transport, valrico fl	4
vets, brandon fl	5
low cost neuter, brandon fl	8
equine veterinarian brandon fl	6
pet wellness plans brandon fl	8
low cost spay, brandon fl	10
veterinarian, brandon fl	10
pet vaccinations, brandon fl	16

Keyword	MSN Rank
vet farm calls, brandon fl	1
vet farm calls, riverview fl	1
vet farm calls, valrico fl	1
vet house calls, brandon fl	1
exotic pet vet, brandon fl	1
vet house calls, valrico fl	1
low cost spay, brandon fl	1
low cost neuter, brandon fl	1
animal hospital, brandon fl	2
animal clinic, brandon fl	2
vet house calls, riverview fl	2
veterinarian, brandon fl	3
vets, brandon fl	3
heartworm prevention, brandon fl	3
pet transport, brandon fl	5
pet transport, riverview fl	5
pet transport, valrico fl	14
veterinary clinics, brandon fl	17