

CASE STUDY

SEO & REPUTATION



CLIENT: Northbound Treatment Services
INDUSTRY: Rehabilitation
TENURE: 13 months with National Positions

Northbound is a nationally recognized and award winning company offering rehabilitation facilities and addiction treatment.

CHALLENGE

Northbound needed an online presence to market their treatment programs and rehabilitation facilities. With poor rankings and no online to get the exposure they needed to ensure each of their facilities around the country were operating at full occupancy.

Northbound came to us to get them the rankings and online presence needed to keep their facility at full occupancy and reduce the cost of acquiring new clients. At the time, they weren't ranking for any of their top key terms, needed site-wide optimization, and were struggling to drive qualified traffic to attract prospective clients searching online.

RESULTS

Before the start of their campaign, Northbound wasn't ranking for any of their keywords. Once we initiated their campaign, they began **ranking on the first page** for their top key terms

STRATEGY

National Positions created a comprehensive digital marketing and SEO strategy designed to turn their rankings around and drive qualified traffic to their site.

Our team conducted an in-depth analysis of their market, implemented site-wide technical SEO, reviews management, onsite content creation and blogging, in addition to powerful online promotion—including social media, content marketing, guest blogging and more.

Increased average online star ratings to **3.5** across 12 review sites.



As a result, they more than quadrupled the amount of organic keywords driving traffic to their site.

