Case Study – Improve Search Engine Rankings via Google+ Optimization

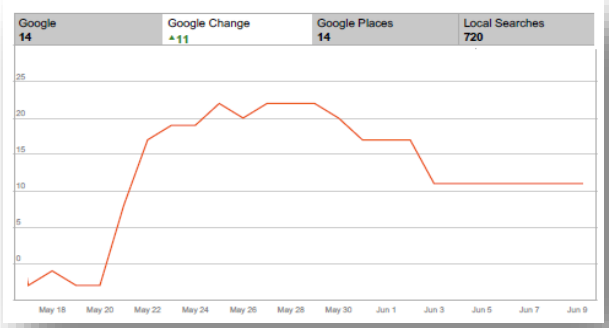
"As a recent client of Explore Consulting's SEO services I can attest to the effectiveness. Our website was disorganized and 'scattered' across the internet with misinformation. Within a couple of months our site is highly ranked if not top ranked on very difficult key words. Our business has never had more leads from the internet than it does now. Thanks Explore Consulting!"

- Dr. Jared Bowyer, Owner, Dr. Bowyer Dentistry

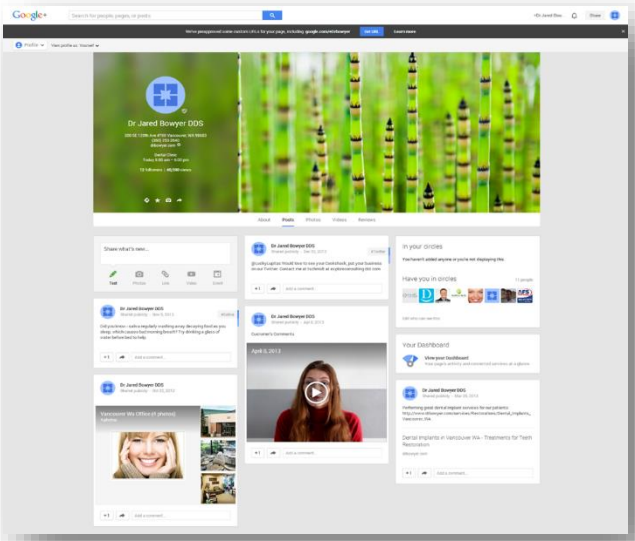
Background: Dr. Bowyer is a Family and Cosmetic Dentist located in Vancouver, Washington. Dr. Bowyer and his friendly staff are accommodating and dedicated to providing you and your family with the most current, comprehensive, personalized oral health care available. Dr. Bowyer Dentistry is a full service, state-of-the-art dental practice offering general and cosmetic dentistry, teeth whitening, endodontics, periodontics, oral surgery, dental implants and a variety of other services.

Issue: Dr. Bowyer Dentistry was using Google+ as a marketing tool but it was failing to gain much traction. They were lagging behind in Google and Google places behind other Vancouver dentists. Their current social media and marketing tools were not creating the increase in search engines results they had hoped for. They needed a way to optimize their current tools to utilize Google more effectively.

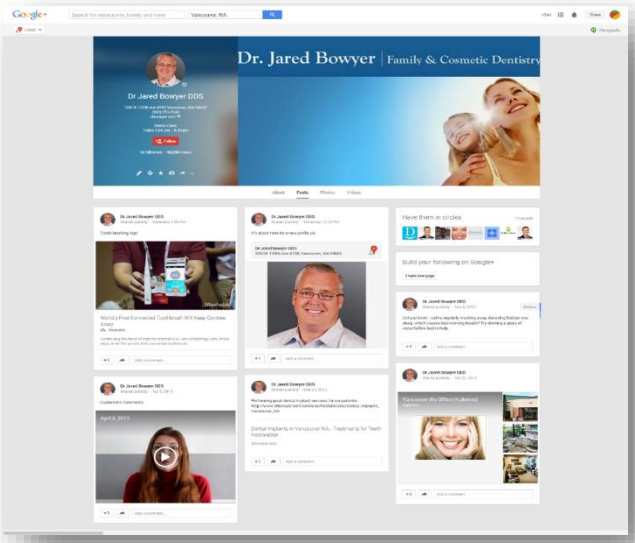
Solution: Explore Consulting's SEO team was tasked with increasing Dr. Bowyer's visibility on Google and Google Places. The team focused on optimizing Dr. Bowyer's Google+ page. Google has been putting more emphasis on Google+ and the platform has been steadily having more of an impact on how businesses favor in search results. As Google adjusts its standards to place more weight on Google+ profiles, it is important that companies optimize their Google+ profiles as they would their website. Our SEO team updated Dr. Bowyer's profile to include images with key word rich file names and alternative text for the search engine to draw from. These optimizations not only would bump up Dr. Bowyer in search engine rankings, but would also bring increased visibility to his Google+ profile. Explore's SEO team assisted Dr. Bowyer in putting together a content creation and posting plan to keep their content relevant to increased traffic these changes will bring to the site.



Results: The issues that Explore's SEO team identified and adjusted on Dr. Bowyer's Google+ profile made a significant impact on his search engine results. Dr. Bowyer Dentistry jumped 20 spots in Google search results within two days of the changes being implemented. The new change resulted in a temporary false inflation but eventually equalized into a steady 11 spot increase. By making the needed modifications Explore was able to assist Dr. Bowyer to properly utilize the tools that they already had and create the Google search results they had been striving towards.



Old Dr. Bowyer Google+ Profile



New Dr. Bowyer Google+ Profile

"Dr. Bowyer Dentistry jumped 20 spots in Google search results within two days of the changes"

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in cloud-based solutions for more than 13 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 7-time NetSuite Star Performer and was recently named as 2014 NetSuite Partner of the Year, Americas. For more information, visit www.exploreconsulting.com.