



## MED ONE GROUP

Established in 1991, Med One Group has grown to become one of the largest independent medical equipment leasing and rental companies in the health care industry. Med One Group has provided over half of the nation's critical care hospitals, and many other health care facilities, with leasing, rental, sales, and service solutions. They understand the challenges equipment vendors and hospitals face and offer creative financing options when cash is not available. Med One makes medical equipment available with simple processes and dedicated services.

## GOALS

1. To increase overall targeted traffic to the site
  - Increase overall health of the site by improving domain authority
2. To increase keyword rankings
  - To make second page keywords on the first page in 2 months
3. To increase brand awareness

## APPROACH

To meet Med One Group's goals to increase targeted traffic, keyword rankings, and brand awareness, Logical Position started by optimizing existing pages and creating new pages that included keyword-focused metadata and content. By selecting unique, specific geo-targeted terms and strategically placing them throughout the content, Med One Group quickly saw measurable improvement. Over the course of 2+ years, Logical Position created on-site blogs, off-site articles and featured news pieces to further build the site's search presence and domain authority.

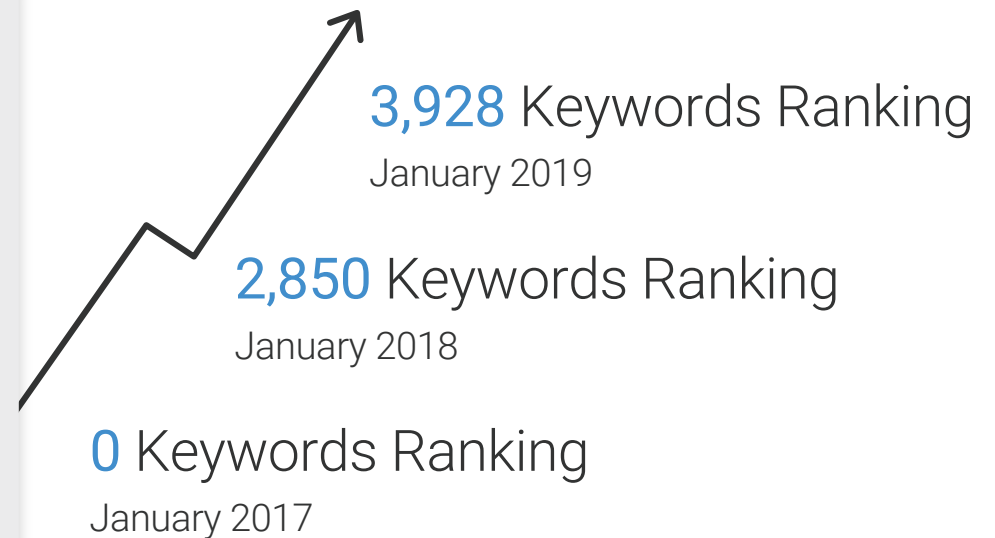
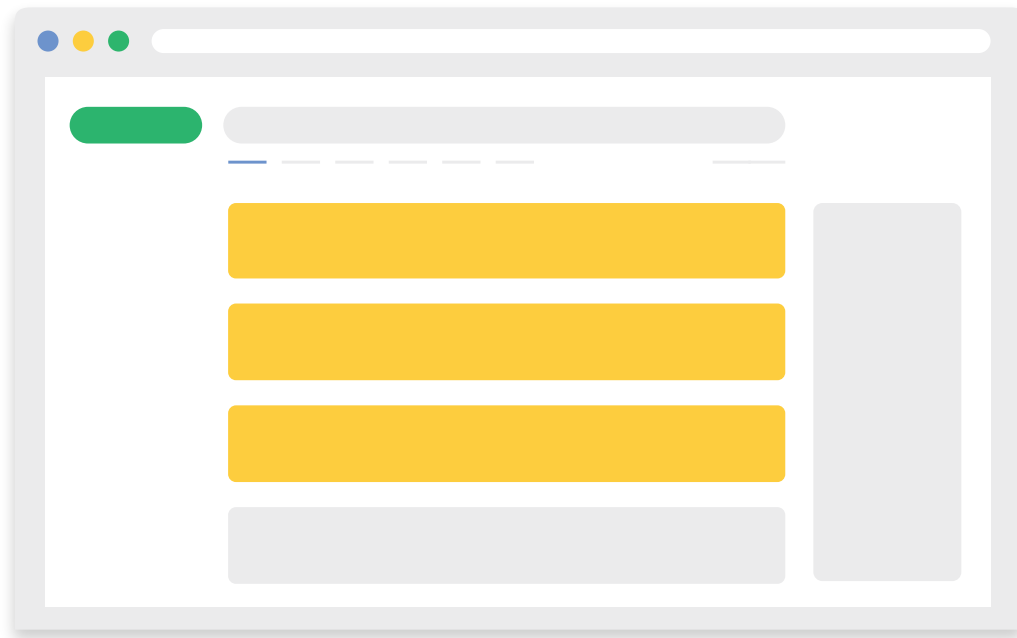
## RESULTS

In January 2017, just one month before starting SEO consulting work, Med One Group did not rank for any keywords. Just one year into their partnership with Logical Position, Med One Group increased their keyword rankings to 2.8k KWs with 104 ranking in the top three positions. Then in January 2019, their keywords increased to 3.9k KWs with 214 ranking in the top three positions.

Google Analytics shows the overall organic traffic of the site is significantly better than when the campaign began. Comparing January 2018 through August 2018 to January 2019 through August 2019, the company has seen an exponential increase of 102% for users to their site, and they have increased their new users by 106%.

# RESULTS

## Keywords



### Keywords Ranking in the Top 3 Positions

**0 Keywords**

January 2017

**104 Keywords**

January 2018

**214 Keywords**

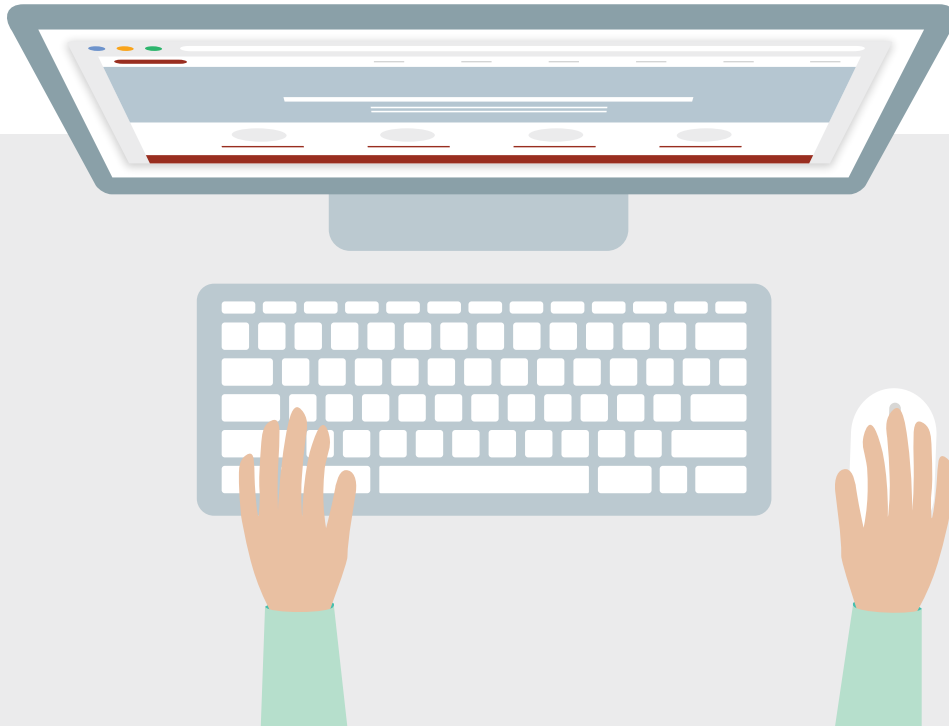
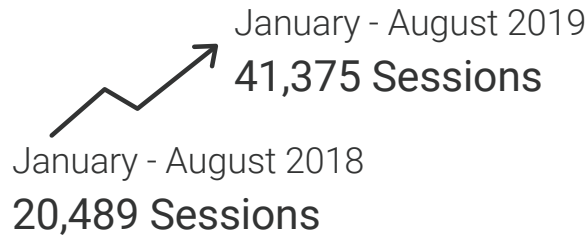
January 2019

# RESULTS

# ANALYTICS

# 106%

Increase in Users



“

*Working with Logical Position has dramatically impacted our keyword growth and organic traffic to our website. Our company operates in a specific niche that has some competitive keywords, and we still have seen success. LP is doing a fantastic job of assisting us to achieve our goal for more quality leads.*

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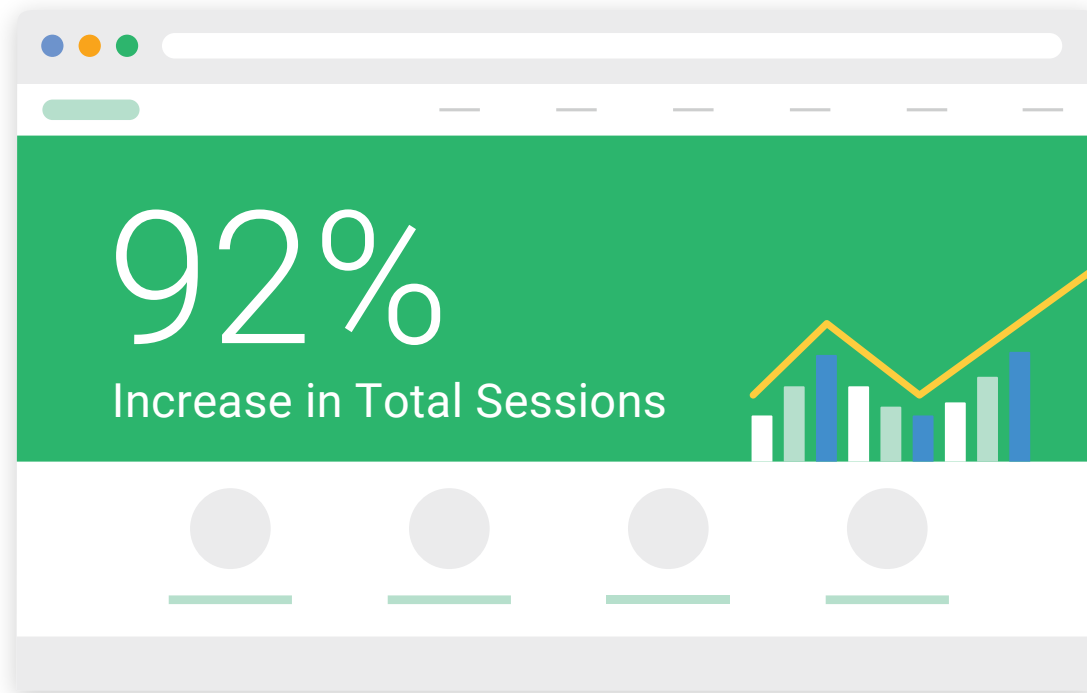
- Bryson Cutler

Digital Marketing Specialist for Med One Group

# 102%

Increase in New Site Users





January - August 2019  
46,908 Sessions

January - August 2018  
24,382 Sessions

## CONCLUSION

Med One Group demonstrates how SEO can positively transform a business. Since hiring Logical Position for search engine optimization services, Med One Group noticed exceptional improvements in various areas. Med One Group has been with Logical Position for 3.5 years, and Med One still sees increasing keyword rankings and organic traffic. They show no signs of slowing down any time soon.