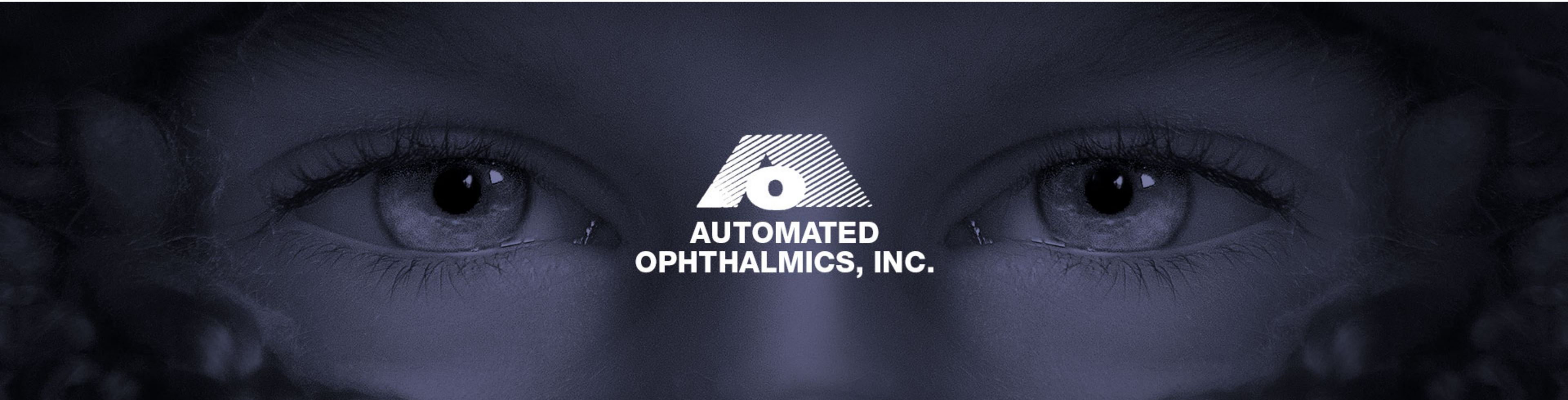


How Automated Ophthalmics Solutions Saw a 115% Increase in New Sitewide Users



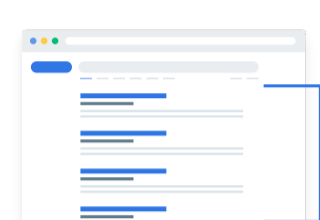
Background

Automated Ophthalmics is a family-owned and operated business that has been proudly serving eye care professionals since founded by Norm Bickman in 1987. The company is now run by Brian Congleton, President and CEO, after Norm's retirement in 2012. Stephanie Bickman Congleton, Norm's daughter, is the Director of Marketing. Eric Waggonner, Norm's son-in-law, is hands-on as well.

The tip covers manufactured by Automated Ophthalmics set the standard for the industry and are sold by most major ophthalmic distributors. There is never a backorder for our tip covers because they are the manufacturer.

Automated Ophthalmics specializes in offering generic alternatives which are much lower cost than name brand products. All their products are manufactured in the USA.

Key Metrics



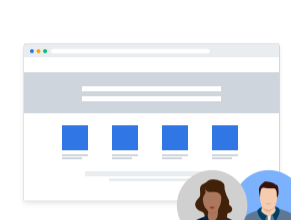
250%

Increase in First Page Keywords



115%

Increase in New Users (sitewide)



114%

Increase in Users (sitewide)

"I could not be happier with the results we are receiving from Logical Position. Since the launch of our campaign in July of 2020, we have seen consistent month-over-month growth with organic keyword rankings, organic keyword traffic, and online sales. I would highly recommend Logical Position not only to increase SEO but also for the team of talent, especially Justin Kohl and Angela Maida, our Account Managers, who keep me updated and are always responsive to any and all inquiries."

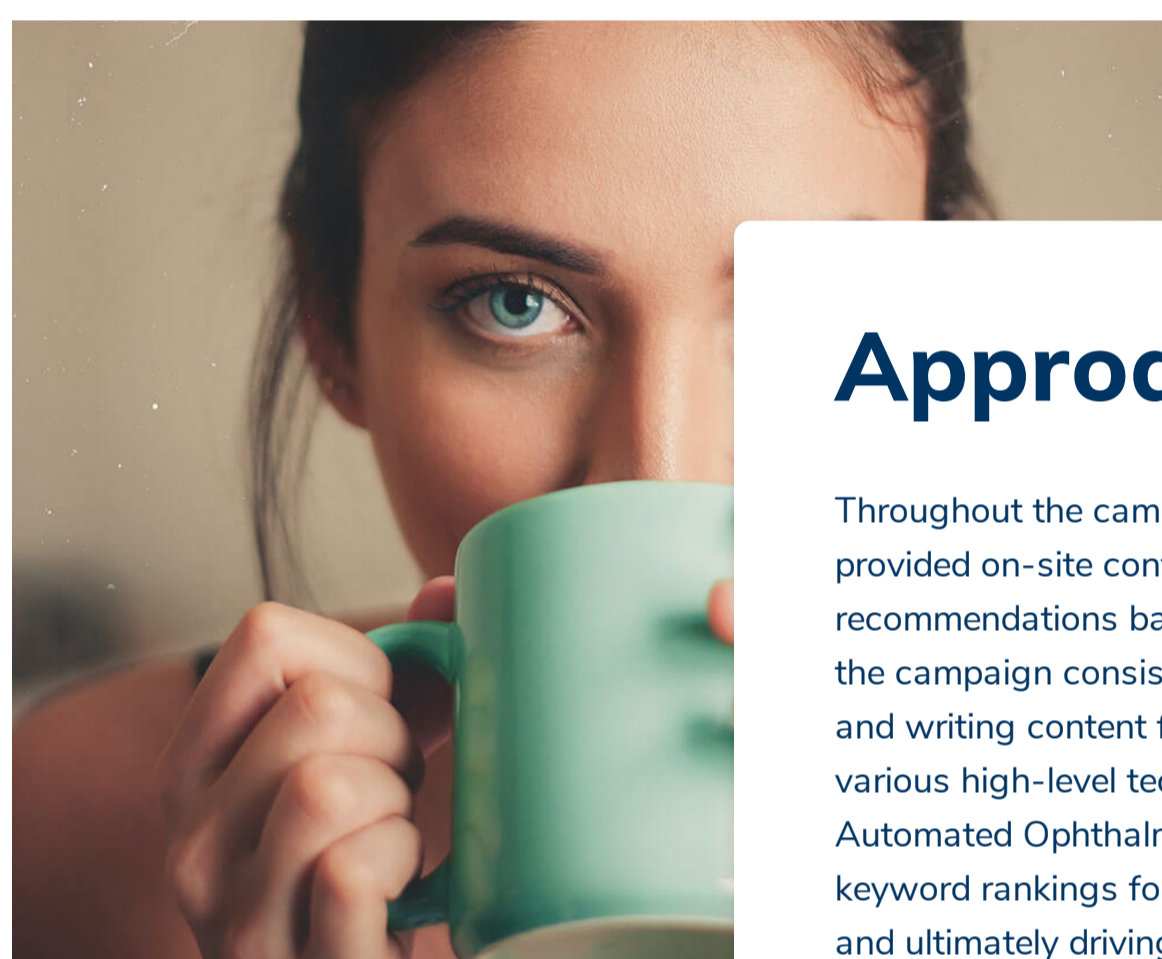
-Brian Congleton | President of Automated Ophthalmics

Goals

To increase local organic traffic and keyword rankings

To increase online sales

To increase domain authority



Approach

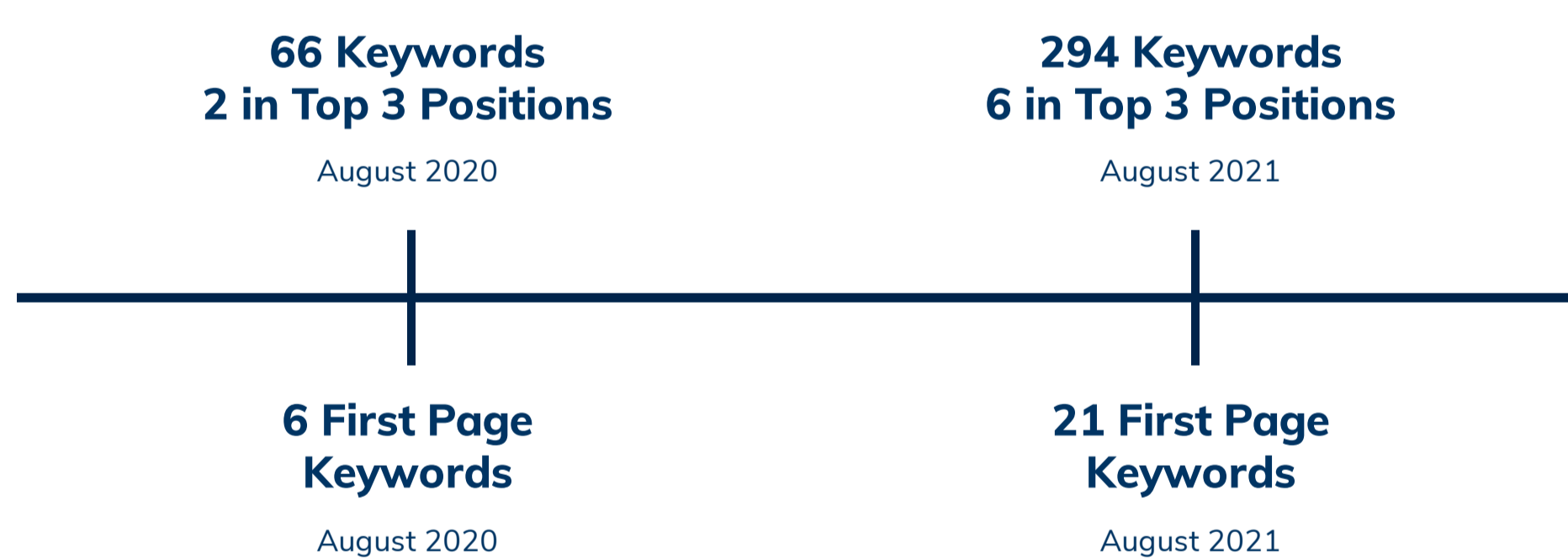
Throughout the campaign for Automated Ophthalmics, Logical Position provided on-site content, blogs, offsite articles, and technical SEO recommendations based on SEO best practices. The initial strategy for the campaign consisted of performing comprehensive keyword research and writing content for existing category pages. Over time, LP tackled various high-level technical work. All work was performed to help Automated Ophthalmics reach their goal of increasing their organic keyword rankings for relevant terms, appearing on more local searches, and ultimately driving traffic to their site.

Results

In August 2019, Automated Ophthalmics partnered with Logical Position for 5 hours of consulting. Then in August 2020, they partnered again for a National – Basic SEO campaign.

Since working together, Automated Ophthalmics has experienced incredible growth in numerous areas. LP was able to maintain existing organic rankings and traffic and helped Automated Ophthalmics continue to grow throughout the duration of the campaign. Comparing year-over-year growth from August 2020 to August 2021, Automated Ophthalmics' keywords have grown 345% from August 2020 to August 2021 (66 to 294). When comparing first page keywords, there was an increase of 250% from August 2020 with 6 keywords to August 2021 with 21 keywords.

Keywords



Targeted Keywords

From August 2020 to August 2021

65th → 23rd Position



140 searches per month

7th → 2nd Position



20 searches per month

10th → 5th Position

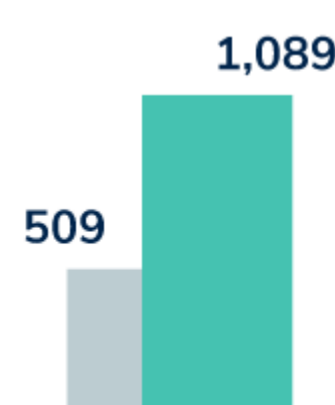


170 searches per month

Analytics

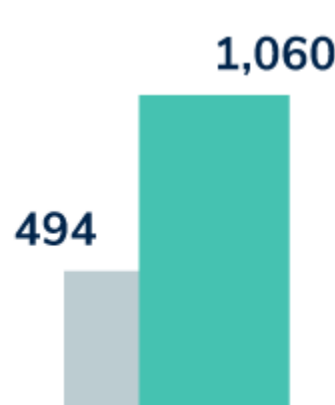
Based on Google Analytics data, the site's overall organic traffic improved significantly from August 2020 to August 2021. Automated Ophthalmics saw a 114% increase in users to its site (509 to 1,089), a 115% increase in new users (494 to 1,060), and a 111% increase in sessions (571 to 1,206).

■ August 2020 ■ August 2021



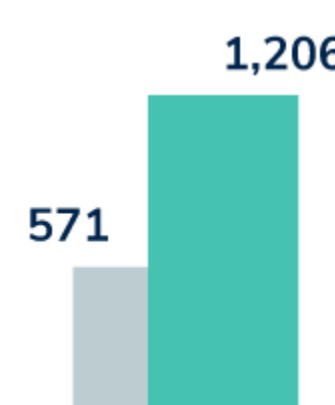
114%

Increase in Users (sitewide)



115%

Increase in New Users (sitewide)



111%

Increase in Sessions (sitewide)

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