

# How We Helped Dr. Seltzer's Team Dominate Philadelphia Search

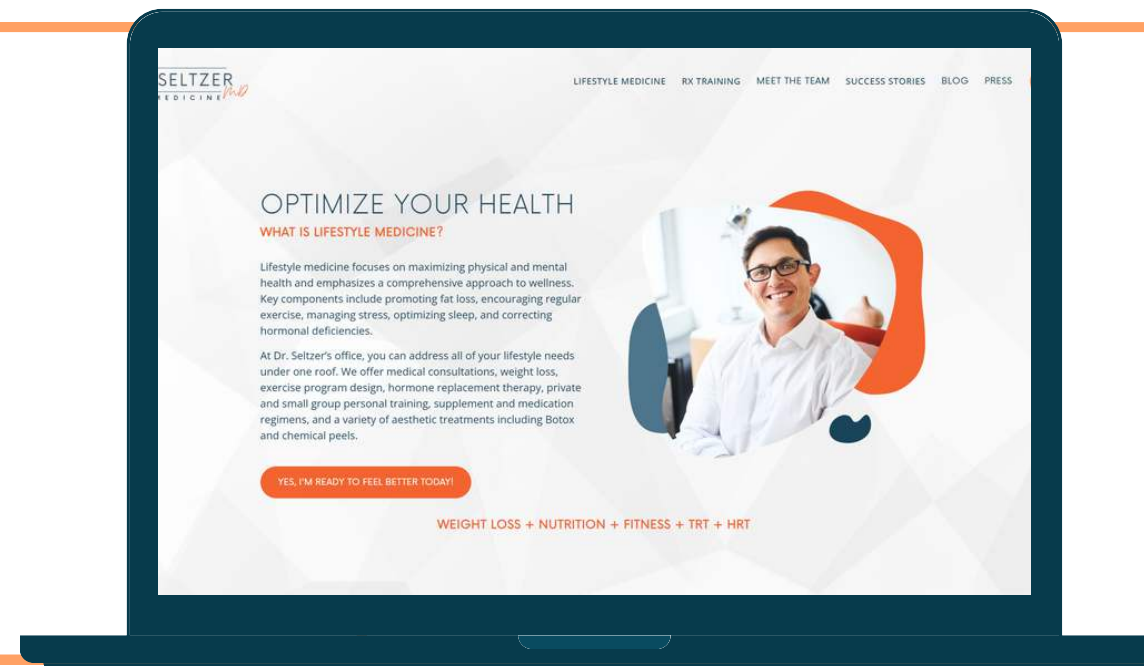
**Dr. Seltzer Lifestyle Medicine** is a Philadelphia-based practice with a strong reputation and a loyal patient base. They had the location, the credentials, and the results — what they were missing was consistent inbound lead flow from the surrounding metro area.

The biggest opportunity we identified was **geographic reach**. We built out a network of neighborhood-specific landing pages targeting the communities where their patients actually live: areas like South Philly, Fishtown, Chestnut Hill, and beyond.

We also developed a **content strategy** built around topical authority. Rather than just pushing service pages, we created **top-of-funnel content** that answered the real questions people ask when they're considering lifestyle medicine before they're ready to book an appointment.

## How we did it:

- Neighborhood-Specific Landing Pages
- Google Maps Optimization
- Content Strategy
- Link Acquisition
- Technical SEO Fixes



## The Results

↑ 1,800%

*Increase in Organic Traffic*

↑ 200%

*Increase in Ranked KWs*

↑ 150%

*Growth in Booked Appointments*



*Working with Cory and his team has been incredible. Higher search rankings, more leads, and most importantly more patients. It was truly a pleasure to work with BCC Interactive and we will absolutely be doing business together again soon.*

**DR. CHARLIE SELTZER – FOUNDER/OWNER | DR. SELTZER LIFESTYLE MEDICINE**