

# CASE STUDY

## Horizon Family Eye Care

### Client

**Dr. Anthony Zarella OD, MS owner of Horizon Family Eye Care is a highly respected and sought after ophthalmologist located in Charlottesville. He has served as the President of the Shenandoah Valley Optometric Society since May 2019, and currently serves on the Board of Trustees for the Virginia Optometric Association.**

### Goals & Actions

**Horizon was looking to boost their standing in Google, have more business accurate keywords, and create more accurate business listings across the web.**

### We Launched

- **Local Online Presence Package for Charlottesville**
- **SEO Campaign to raise Eye Care-targeted keywords specifically in Charlottesville.**
- **Weekly Google Business Profile Posts to boost awareness of thier business.**

## RESULTS OVER 3+ YEARS

✓ **29 SEO Keywords**  
Lifted to Page 1 Of Google

✓ **300% Increase**  
In Google Searches

✓ **123% Increase**  
In Customer Actions



**HORIZON**  
FAMILY EYE CARE

