Elevating Baltimore Clarinet's Online Presence

A Local SEO Success Story

Challenge:

Baltimore Clarinet is a leading provider of clarinet lessons in Baltimore, Maryland. They had a well-designed website, but they were struggling to rank well in search engine results pages (SERPs) for local searches. This was making it difficult for them to attract new students from their local area.

Our Approach:

Website Planners, a digital marketing agency, partnered with Baltimore Clarinet to implement a local SEO strategy. We began by conducting a thorough keyword research analysis to identify the terms and phrases that potential students were using to search for clarinet lessons in Baltimore. We then used this information to develop a list of target keywords for Baltimore Clarinet's website.

Next, we optimized Baltimore Clarinet's website for the target keywords. This included updating the website's title tags, meta descriptions, header tags, and image alt text. We also created high-quality content that was relevant to Baltimore Clarinet's target audience and included the target keywords.

In addition to on-page optimization, we also implemented a number of local SEO techniques. This included:

- Claiming and verifying Baltimore Clarinet's Google My Business listing.

- Building local citations for Baltimore Clarinet. Local citations are mentions of Baltimore Clarinet's name, address, and phone number on other websites.

- Optimizing Baltimore Clarinet's website for mobile devices.

- Encouraging Baltimore Clarinet's customers to leave reviews on their Google My Business listing.

Results:

Within a few months of implementing the local SEO strategy, Baltimore Clarinet's website began to rank well in SERPs for local searches. Today, Baltimore Clarinet's website ranks for many local keywords, including "DR. Eyal Bor Baltimore," "clarinet lessons for beginner in baltimore," and "clarinet lessons in baltimore."

Examples of Ranked Keywords:

Website: https://baltimoreclarinets.com/

Keyword: Clarinet lessons For Beginner in baltimore

Keyword: clarinet lessons baltimore

L: 0   LD: 140K   I: 2.18K   whois   </> source   Rank: 108K

Find the best **Clarinet lessons** in **Baltimore** MD. Call us today at 1 010-343-7555 to sign-up for a risk-free trial! Affordable lessons and rated A+ by the BBB.

People also ask ⋮

How long does it take an adult to learn clarinet? ⌄

Can I learn clarinet on my own? ⌄

Can you learn clarinet online? ⌄

Feedback

baltimoreclarinets.com
https://**baltimoreclarinets**.com ⋮

7. Baltimore Clarinets: Clarinet lessons For Beginner

L: 4   LD: 4   I: 1.50K   whois   </> source   Rank: n/a

Clarinet lessons for children and adults in **Maryland** and Howard County. We have experienced teachers specializing in **Clarinet teaching**.

Keyword: DR. Eyal Bor Baltimore

Google

DR. Eyal Bor Baltimore   ✕ 🎤 📷 🔍

Keyword difficulty: ... (for google.com database) — View full report for this keyword

L: 0   LD: 7.51M   I: 782K   whois   </> source   Rank: 2.37K

Eyal Bor has been working as a Lecturer at Towson University for 4 years. Towson University is part of the Colleges & Universities industry, and located in ...

▶ YouTube
https://www.youtube.com › watch ⋮

8. Eyal Bor, PhD - Maryland Allstate Clarinet pieces for 7th ...

L: 2   LD: 44.9B   I: n/a   whois   </> source   Rank: 2

Aug 30, 2021 — **Eyal Bor**, PhD - **Maryland** Allstate Clarinet pieces for 7th through 9th Grade ... **Dr Eyal Bor** and **Dr** Dan Weiser - Classical Hits - Clarinet and ...

baltimoreclarinets.com
https://**baltimoreclarinets**.com ⋮

9. Baltimore Clarinets: Clarinet lessons For Beginner

L: error   LD: error   I: 1.50K   whois   </> source   Rank: n/a

Give us a call today and talk to our owner and lead clarinet lessons teacher, **Dr. Eyal Bor**. With a professional clarinetist as your teacher, your clarinet ...

Keyword: Clarinet Lessons in Baltimore

L: 0   LD: 140K   I: 2.18K   whois   </> source   Rank: 108K

Find the best **Clarinet lessons** in **Baltimore** MD. Call us today at 410-343-7555 to sign-up for a risk-free trial! Affordable lessons and rated A+ by the BBB.

People also ask

How long does it take an adult to learn clarinet?   ⌄

Can I learn clarinet on my own?   ⌄

Can you learn clarinet online?   ⌄

Feedback

baltimoreclarinets.com
https://**baltimoreclarinets**.com   ⋮

7. Baltimore Clarinets: Clarinet lessons For Beginner

L: 4   LD: 4   I: 1.50K   whois   </> source   Rank: n/a

Clarinet lessons for children and adults in **Maryland** and Howard County. We have experienced teachers specializing in **Clarinet teaching**.

Keyword: Clarinet lessons For Beginner in Howard County

Google | Clarinet lessons For Beginner in Howard County   ✕ 🎤 📷 🔍 |

Keyword difficulty: ·.· (for google.com database) — View **full report** for this keyword

Mike's Music
https://www.mikesmusicmd.com › clarinet   ⋮

6. Clarinet - Ellicott City, Maryland

L: wait...   LD: wait...   I: wait...   whois   </> source   Rank: 990K

Private **Clarinet Lessons** in Ellicott City, **Howard County**, Maryland. ... **beginning** players to excel. Whether working with young musicians in several **Howard County** ...

baltimoreclarinets.com
https://**baltimoreclarinets**.com   ⋮

7. Baltimore Clarinets: Clarinet lessons For Beginner

L: 4   LD: 4   I: 1.50K   whois   </> source   Rank: n/a

Clarinet lessons for children and adults in Maryland and **Howard County**. We have experienced teachers specializing in **Clarinet teaching**.

Keyword: Clarinet lessons for children in baltimore

Clarinet lessons for children in baltimore

Keyword difficulty: ... (for google.com database) — View full report for this keyword

Baltimore School of Music
https://baltimoreschoolofmusic.org › mini-maestros

4. Mini Maestros

L: **2**   LD: **641**   I: **397**   whois   source   Rank: **1.45M**

Mini Maestros is an early childhood **music** program for **babies, toddlers**, and **kids** designed by the **Baltimore School** of **Music** to introduce young **students** to **music**.

baltimoreclarinets.com
https://**baltimoreclarinets**.com

5. Baltimore Clarinets: Clarinet lessons For Beginner

L: **4**   LD: **4**   I: **1.50K**   whois   source   Rank: **n/a**

Clarinet lessons for children and **adults** in Maryland and Howard County. We have experienced teachers specializing in **Clarinet teaching**.

How We Competed with the Competition:

Baltimore Clarinet has a number of competitors in the Baltimore area. However, we were able to help Baltimore Clarinet's website outrank its competitors by focusing on the following:

- **Keyword research:** We conducted a thorough keyword research analysis to identify the terms and phrases that potential students were using to search for clarinet lessons in Baltimore. This allowed us to target the right keywords with our SEO strategy.

- **On-page optimization:** We optimized Baltimore Clarinet's website for the target keywords. This included updating the website's title tags, meta descriptions, header tags, and image alt text. We also created high-quality content that was relevant to Baltimore Clarinet's target audience and included the target keywords.

- **Local SEO techniques:** We implemented a number of local SEO techniques, including claiming and verifying Baltimore Clarinet's Google My Business listing, building local citations, optimizing Baltimore Clarinet's website for mobile devices, and encouraging Baltimore Clarinet's customers to leave reviews.

Conclusion:

Website Planners helped Baltimore Clarinet to achieve its local SEO goals by implementing a comprehensive local SEO strategy. As a result of our efforts, Baltimore Clarinet's website now ranks well in SERPs for local searches and attracts a large number of students from the Baltimore area.

If you are a business owner who is looking to improve your local SEO, contact Website Planners today. We can help you to develop and implement a comprehensive local SEO strategy that will help you to rank well in SERPs for local searches and attract more customers from your local area.

Points of Interest:

- Baltimore Clarinet wanted to rank in the local area for clarinet lessons.

- Website Planners implemented a local SEO strategy that included keyword research, on-page optimization, local SEO techniques, and mobile optimization.

- Baltimore Clarinet's website now ranks for many local keywords.

- Website Planners was able to help Baltimore Clarinet outrank its competitors by focusing on keyword research, on-page optimization, local SEO techniques, and mobile optimization.

> **❝** Website Planners has been a valuable asset to our team as we've worked to improve our online presence and attract more students. Their expertise in local SEO has helped us to rank higher in search results and attract more visitors from our local area. They are always responsive to our questions and provide us with regular updates on our progress. We highly recommend Website Planners to any business looking to improve their local SEO. **❞**

Contact Us

Contact Website Planners today to schedule a free consultation and learn more about how we can help you take your business to the next level. Our experienced team is eager to help you achieve digital success.

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in **linkedin.com/company/thewebsiteplanners**

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http://thewebsiteplanners.com/
Partner with us, and let's create your success story together.