



From Physical to Digital World

Dr. Hong Davis

Challenge:

Dr. Hong Davis is a leading anti-aging and functional medicine physician in Plano, TX. She had a successful physical practice, but she wanted to expand her reach and attract new patients online. Her challenge was to create a website that would showcase her expertise, attract new patients, and rank well in search engine results pages (SERPs).

Our Approach:

Website Planners, a digital marketing agency, partnered with Dr. Hong Davis to design and build a new website and optimize it for search engines. We began by conducting a thorough keyword research analysis to identify the terms and phrases that potential patients were using to search for anti-aging and functional medicine services in Plano. We then used this information to develop a comprehensive SEO strategy for the website.

Website Design:

We designed a visually appealing and informative website that highlighted Dr. Hong Davis's expertise and services. The website was designed to be user-friendly and easy to navigate, with clear calls to action throughout. We also integrated the website with Dr. Hong Davis's social media accounts and Google My Business listing.

SEO Optimization:

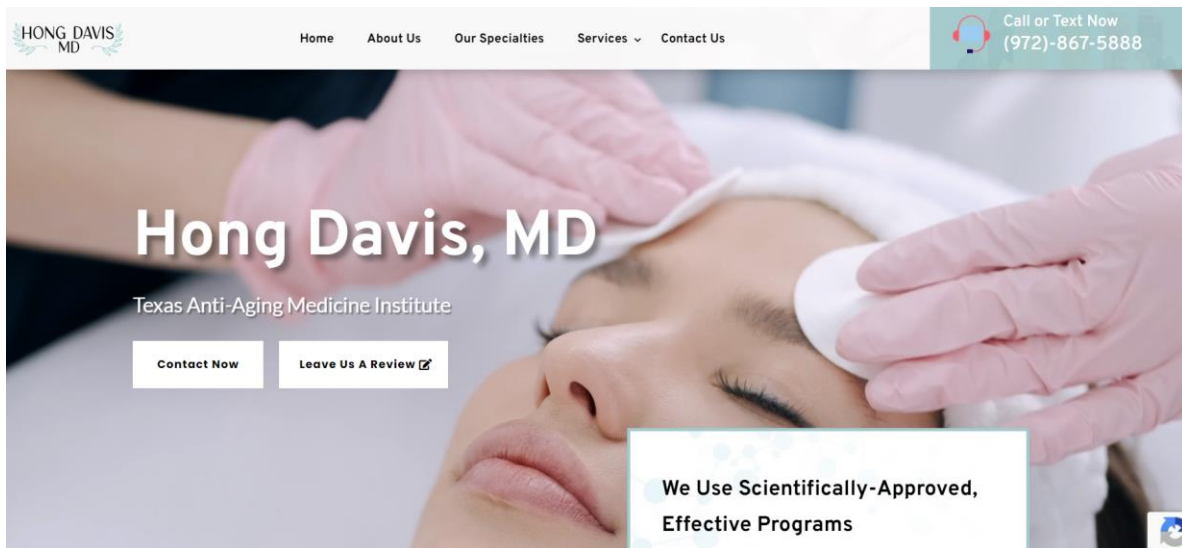
We implemented a variety of SEO techniques to optimize the website for search engines. This included:

- On-page optimization: We optimized the website's title tags, meta descriptions, header tags, and image alt text with relevant keywords. We also created high-quality content that was relevant to Dr. Hong Davis's target audience and included relevant keywords.

- Technical SEO: We ensured that the website was technically sound and easy for search engines to crawl and index. We also implemented best practices for website speed and performance.
- Off-page SEO: We built backlinks to the website from high-quality websites in the healthcare industry. Backlinks are a signal to search engines that a website is authoritative and trustworthy.

Results:

Within a few months of launching the new website, Dr. Hong Davis's website began to rank well in SERPs for a variety of relevant keywords. Today, her website ranks #1 for many keywords, including "Dr. Hong Davis MD," "Anti-Aging Medicine Institute in Plano, TX," and "Texas Anti-Aging Medicine Institute."



[Click the Link to view Full Website](https://drhongdavis.com/)
<https://drhongdavis.com/>

Examples of Ranked Keywords:

Website: <https://drhongdavis.com/>

Keyword: Dr. Hong Davis MD

Google search results for "Dr. Hong Davis MD". The search bar shows the query and a keyword difficulty of 87.69%. The results list two main entries:

- 1. Anti-Aging Medicine Institute in Plano, TX - Dr. Hong Davis MD**
drhongdavis.com
AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)
L: 47 LD: 91 I: 28 whois </> source Rank: 4.07M
Dr. Hong Davis the founder of the Texas Anti-Aging Medicine Institute and has over 36 years of experience in Anti-aging ...
About Us · Our Specialties · Services · Contact Us
- 2. Dr. Hong Davis, MD - Family Medicine Specialist in Plano, TX**
Healthgrades
https://www.healthgrades.com > ... > TX > Plano, TX
L: 1 LD: 14.7M I: 8.57K whois </> source Rank: 769
Hong Davis, MD is a family medicine specialist in Plano, TX and has over 36 years of experience in the medical field. She graduated from Guiyang Med College in ...
★ ★ ★ ★ Rating: 3.1 · 55 reviews

On the right, there is a local business card for "Hong Davis MD, PA" with a 4.2 star rating and 91 Google reviews. The address is 6300 Stonewood Dr Ste: 202, Plano, TX 75024. Hours: Closes soon - 5 PM · Opens 9 AM Thu. Phone: (972) 867-5888.

Keyword: Anti-Aging Medicine Institute in Plano, TX

Google search results for "Anti-Aging Medicine Institute in Plano, TX". The search bar shows the query and a keyword difficulty of 75.41%. The results list two main entries:

- 1. Anti-Aging Medicine Institute in Plano, TX - Dr. Hong Davis MD**
drhongdavis.com
AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)
L: 47 LD: 91 I: 28 whois </> source Rank: 4.07M
Texas anti-aging medicine institute is a medical doctor-owned and operated medical center in Plano, TX. ... We are dedicated to helping individuals look better, ...
About Us · Our Specialties · Services · Contact Us
- 2. Texas Anti-Aging Medicine Institute, Plano, TX**
Healthgrades
https://www.healthgrades.com > ... > TX > Plano
L: 0 LD: 14.7M I: 8.57K whois </> source Rank: 769
Texas Anti-Aging Medicine Institute is a medical group practice located in Plano, TX that specializes in Family Medicine, and is open 5 days per week.

Keyword: Anti-Aging Medicine in Plano

Google

Anti-Aging Medicine in Plano

Keyword difficulty: 56.20% (for google.com database) — View full report for this keyword

Shopping Images News Videos Maps Books Flights Finance

SEOquake

Parameters
SERP report
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Sort this page ^

Locale ^

About 8,380,000 results (0.50 seconds)

Results for **Plano, TX** · Choose area

drhongdavis.com
https://drhongdavis.com

1. **Anti-Aging Medicine Institute in Plano, TX - Dr. Hong Davis MD**

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 47 LD: 91 I: 28 whois </> source Rank: 4.07M

Texas anti-aging medicine institute is a medical doctor-owned and operated medical center in Plano, TX. ... We are dedicated to helping individuals look better, ...
[About Us](#) · [Our Specialties](#) · [Services](#) · [Contact Us](#)

Keyword: Anti-Aging Functional Medicine in Plano TX

Google

Anti-Aging Functional Medicine in Plano TX

Keyword difficulty: 58.50% (for google.com database) — View full report for this keyword

More places →

SEOquake

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drhongdavis.com
https://drhongdavis.com

1. **Anti-Aging Medicine Institute in Plano, TX - Dr. Hong Davis MD**

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 47 LD: 91 I: 28 whois </> source Rank: 4.07M

Texas Anti-Aging Medicine Institute - We are Providing Anti-aging medicine, Cosmetic medicine, family medicine, and OBGYN in Plano, TX.

drhongdavis.com
https://drhongdavis.com > anti-aging-medicine

2. **Anti-Aging Medicine in Plano - Hong Davis, MD**

L: 1 LD: 91 I: 28 whois </> source Rank: 4.07M

Anti-Aging Functional Medicine in Plano TX - At Texas anti-aging medicine institute, we provide safe and effective anti-aging medicine solutions.

Keyword: Acoustic Wave Therapy in Plano, TX

Google

Acoustic Wave Therapy in Plano, TX

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

Shopping Images Maps Videos News Books Flights Finance

SEOquake

Parameters
SERP report
Export CSV

Sort this page ^

Locale ^

About 3,250,000 results (0.77 seconds)

drhongdavis.com
https://drhongdavis.com > Anti-Aging Medicine

1. **Acoustic Wave Therapy in Plano, TX - Dr. Hong Davis MD**

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: error LD: 91 I: 28 whois </> source Rank: 4.07M

Utilizes high-frequency, low-intensity sound waves to improve blood flow to the penis. The sound waves repair old blood vessels, stimulate the growth of new ...

People also ask

Keyword: Texas Anti-Aging Medicine Institute

Google search results for "Texas Anti-Aging Medicine Institute". The search bar shows the query and a keyword difficulty of 73.02%. The first result is from drhongdavis.com, titled "1. Anti-Aging Medicine Institute in Plano, TX - Dr. Hong Davis MD". The snippet describes it as a medical doctor-owned and operated medical center in Plano, TX. The page includes navigation links for "About Us", "Our Specialties", "Services", and "Contact Us".

SEOquake

Parameters
SERP report
Export CSV

Sort this page ^

Locale ^

About 6,140,000 results (0.28 seconds)

Results for **Texas** · Choose area

drhongdavis.com
https://drhongdavis.com

1. Anti-Aging Medicine Institute in Plano, TX - Dr. Hong Davis MD

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
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L: 47 LD: 91 I: 28 whois </> source Rank: 4.07M

Texas anti-aging medicine institute is a medical doctor-owned and operated medical center in Plano, TX. Our Specialties. We are dedicated to helping ...
[About Us](#) · [Our Specialties](#) · [Services](#) · [Contact Us](#)

Keyword: Trimix Penile Therapy in Plano, TX

Google search results for "Trimix Penile Therapy in Plano, TX". The search bar shows the query and a keyword difficulty of 52.71%. The first result is from drhongdavis.com, titled "1. Trimix Penile Therapy in Plano, TX - Dr. Hong Davis MD". The snippet describes it as an injectable three-drug prescribed medication used to treat erectile dysfunction.

SEOquake

Parameters
SERP report
Export CSV

Sort this page ^

Locale ^

About 37,100 results (0.39 seconds)

drhongdavis.com
https://drhongdavis.com › Anti-Aging Medicine

1. Trimix Penile Therapy in Plano, TX - Dr. Hong Davis MD

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 0 LD: 91 I: 28 whois </> source Rank: 4.07M

Penile Injection Therapy in Plano, TX - Trimix is an injectable three-drug prescribed medication used to treat **erectile dysfunction**.

How We Beat the Competition:

Dr. Hong Davis has a number of competitors in the Plano area. However, we were able to help her website outrank her competitors by focusing on the following:

- **Keyword research:** We conducted a thorough keyword research analysis to identify the terms and phrases that potential patients were using to search for anti-aging and functional medicine services in Plano. This allowed us to target the right keywords with our SEO strategy.
- **High-quality content:** We created high-quality content that was relevant to Dr. Hong Davis's target audience and included relevant keywords. This helped to improve the website's ranking in SERPs and attract more visitors.
- **Technical SEO:** We ensured that the website was technically sound and easy for search engines to crawl and index. We also implemented best practices for website speed and performance. This helped to improve the user experience and make the website more competitive in SERPs.
- **Off-page SEO:** We built backlinks to the website from high-quality websites in the healthcare industry. This helped to signal to search engines that the website is authoritative and trustworthy.

Conclusion:

Website Planners helped Dr. Hong Davis to achieve her digital marketing goals by designing and building a new website and optimizing it for search engines. As a result of our efforts, Dr. Hong Davis's website now ranks #1 for many relevant keywords and attracts a large number of visitors each month.

Here are some additional benefits of website design and SEO for medical practices:

- **Increased brand awareness:** A well-designed website and effective SEO strategy can help to increase brand awareness for your medical practice. When potential patients search for relevant keywords, they will be more likely to see your website if it is ranking well in SERPs.
- **More leads and patients:** A website and SEO can help to generate more leads and patients for your medical practice. When visitors land on your website, they should be able to easily find the information they need and book an appointment.
- **Improved reputation:** A well-designed website and effective SEO strategy can help to improve your medical practice's reputation. When potential patients see that you have a high-quality website and rank well in SERPs, they will be more likely to trust your practice and choose you for their healthcare needs.

“ Website Planners has been an absolute lifesaver in my quest for online expansion. Their team of web gurus has transformed my website into a masterpiece of design and usability, while simultaneously optimizing it for search engines, attracting a surge of new patients. I wholeheartedly recommend Website Planners to any business seeking to enhance their online existence. ”

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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<http://thewebsiteplanners.com/>

Partner with us, and let's create your success story together.