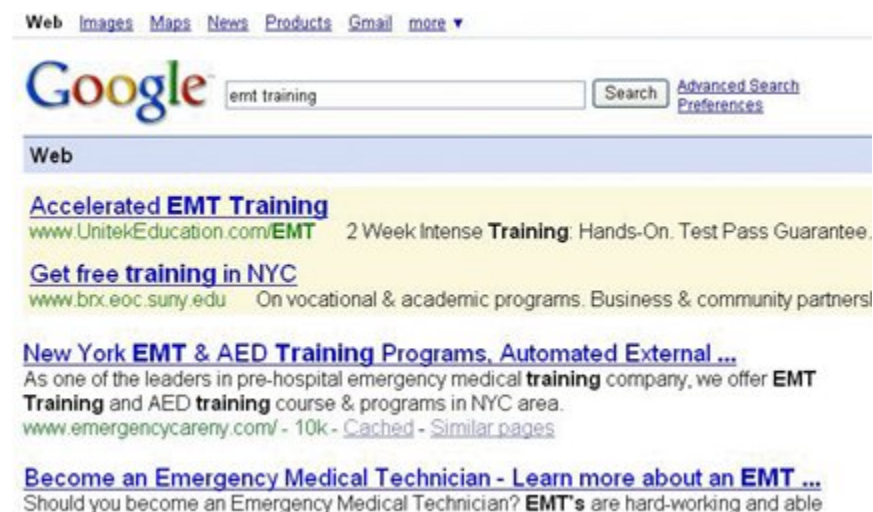


## Emergency Care Case Study

Training in as an EMT or AED technician is training that can literally save lives. Lifesaving is not something to take lightly therefore interested parties usually research their training programs quite thoroughly. We had one customer approach us for advice; they are a New York based EMT training company with a highly acclaimed staff of experienced trainers and teachers. Graduates of their program have earned the respect and trust of fellow workers due to the vast knowledge and skills they know. The company was looking to expand their customer base, increase traffic to their site and process more trainees through their reputable program. Our customer was aiming to reach a larger customer base and needed a bit of keyword enrichment to increase his rank.

Our technicians got to work at their SEO optimization and within weeks the results were astounding. When our customer had inquired about our services they were ranking below #7 for the words "EMT Training." Within a couple of days they were at 7. A mere 4 weeks later they reached 6, and 3 weeks after that they were at position 2! With a bit more of optimization on our part, our emergency care company was holding position 1 the first week in December, 3 months after our initial optimization. Their rating on other search engines pretty much took the same course. An incredible 80 percent of their site traffic comes from the search engines! With the help of the expert Bitochon team, our renowned client was truly getting the search engine attention that he deserved.



The image shows a screenshot of a Google search results page. At the top, there are navigation links for "Web", "Images", "Maps", "News", "Products", "Gmail", and "more". Below this is the Google logo and a search bar containing the text "emt training". To the right of the search bar are buttons for "Search", "Advanced Search", and "Preferences". Below the search bar, there is a "Web" section with a light blue header. The first result is "Accelerated EMT Training" from www.UnitekEducation.com, described as "2 Week Intense Training: Hands-On, Test Pass Guarantee". The second result is "Get free training in NYC" from www.brx.eoc.suny.edu, described as "On vocational & academic programs. Business & community partners". The third result is "New York EMT & AED Training Programs, Automated External ..." from www.emergencycareny.com, described as "As one of the leaders in pre-hospital emergency medical training company, we offer EMT Training and AED training course & programs in NYC area." The fourth result is "Become an Emergency Medical Technician - Learn more about an EMT ..." from the same website, described as "Should you become an Emergency Medical Technician? EMT's are hard-working and able".