



## Case Study

### Sencurina GmbH – DAY CARE

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## Challenge

As a business operating in the highly competitive private healthcare sector, Sencurina's goal was to be top-ranked for local searches in multiple areas within Germany.

The company also wanted to reduce its reliance on Google Ads as a driver of traffic as PPC (Pay Per Click) was becoming prohibitively expensive. As a related secondary goal, Sencurina wanted to rank well in major city searches so as to reduce the risk of larger competition outbidding it on Google Ads.

## Result

After 4 months of using ATRICA Sencurina gained top-ranking for top related keyword searches for both small and large cities, resulting in an increase in website traffic and enquiries, while also enabling the company to bid on Google Ads at sustainable rates.

### These were the stats before they started using ATRICA in January 2019.

- Ranking Keywords Google Page 1: **0**
- Traffic: **not provided**

## Improvement

### Month 3:

- Ranking Keywords Google Page 1: **36**
- Ranking Keywords Increase: **100 %**
- Traffic increase of: **-**

#### Month 4:

- Ranking Keywords Google Page 1: **48**
- Ranking Keywords Increase: **33,33 %**
- Traffic increase of: -

#### Month 5:

- Ranking Keywords Google Page 1: **62**
- Ranking Keywords Increase: **29,20 %**
- Traffic increase of: -

#### By the end of Month 12:

- Ranking Keywords Google Page 1: **206**
- Ranking Keywords Increase: **232,25 %**
- Traffic increase of: -

## A selection of a total of 262 ranking keywords

- 24 Stunden Pflege Frankfurt
- 24 Stunden Pflege Kaiserslautern
- 24 Stunden Betreuung Bremen
- 24 Stunden Betreuung Hamburg Ost
- Seniorenbetreuung Flensburg
- Seniorenbetreuung Köln Südwest

## ATRICA's Performance and Solution

“We were amazed by the number of keywords ATRICA got ranked on Google page 1 in the first year alone and, thanks to this positive development, we were able to place ourselves in every location in Germany with at least 2-3 of the most important keywords for our business.”

Uwe Meinken (Owner)

# ATRICA

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