

Arca Interactive: Scaling SEO Results in Medical & Dental, with SEOArmy as Their Content Engine



CASE STUDY: ARCA SEO SUCCESS STORY

ABOUT THE PARTNER

Arca Interactive is a full-service digital marketing agency trusted by practices and brands across the medical, dental, construction, and home services sectors. From high-growth dental groups to local home service pros, they specialize in building visibility, and demand, for clients that need local leads and trusted authority.

But great SEO requires great content, and in medical and dental, there's no room for error.

THE CHALLENGE

Arca needed a content partner that understood more than just keywords.

They needed:



Precision with medical and dental SEO content



Consistency with tone, compliance, and specs



A vendor who could handle the entire content workflow, so their team could focus on strategy, not micromanagement

THEY CHOSE SEOARMY BECAUSE OF OUR MEDICAL CONTENT EXPERTISE, OUR SUCCESS ACROSS COMPETITIVE LOCAL VERTICALS & OUR OBSESSION WITH SPEED, ACCURACY & HUMAN-FIRST CONTENT.

And increasing its average visit duration

From 05:59 to 12:19 in the same period of time



WHAT SEOARMY DELIVERED

We provided SEO blogs, local landing pages, and occasional video scripts, fully optimized, fully white-labeled, and ready to publish. Our writers followed detailed briefs and tone guidelines while keeping content clear, credible, and conversion-focused.

SCOPE OF WORK:



SEO-optimized dental service pages



Blog content for patient education and local relevance



Script support for short-form video content



Start-to-finish content workflow: outlines, edits, meta data, QA



ALBION DENTAL

- +42.3% Increase in Users from SEO
- Top 3 rankings across nearly all core terms
- Strong user intent and engagement signals



DENTAL IMPLANTS & PERIODONTAL HEALTH OF ROCHESTER

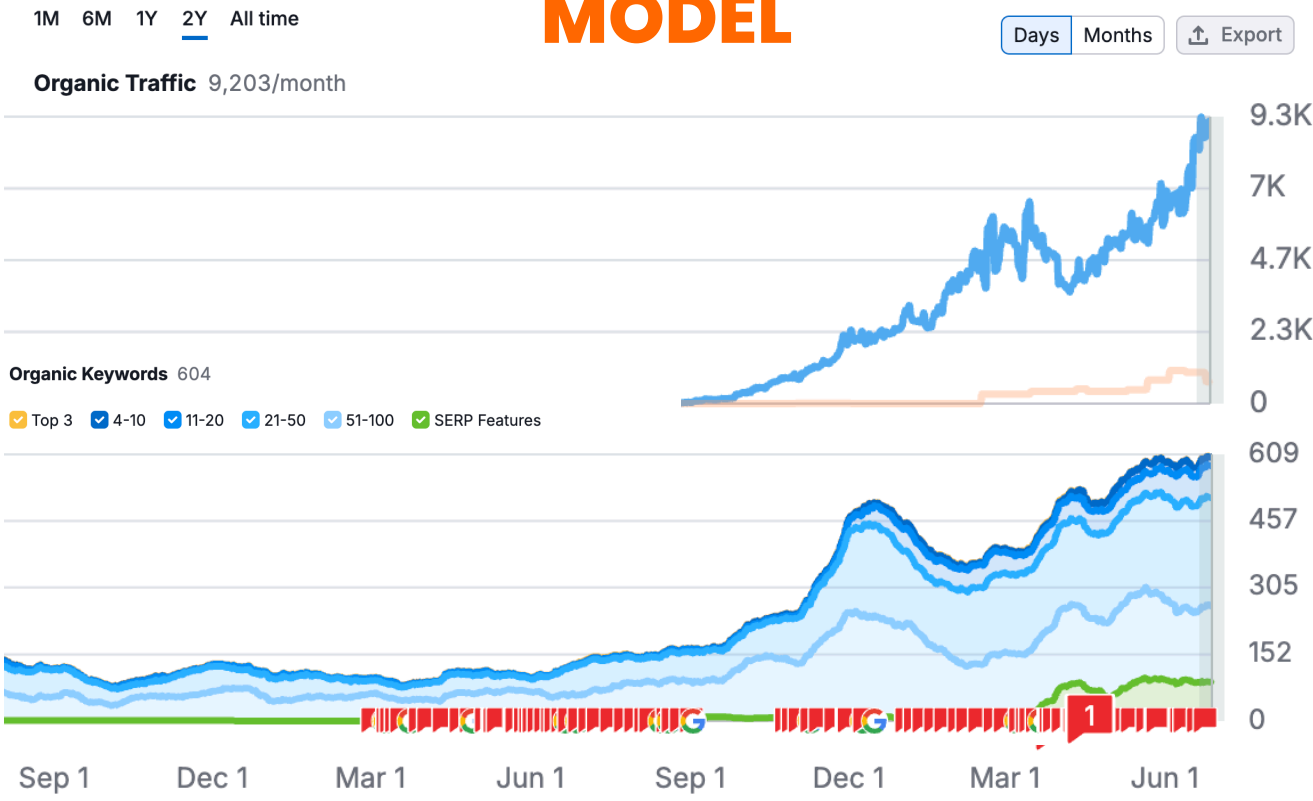
- +10% Organic Traffic Growth month-over-month
- SEO rankings stable in top positions
- User volume & quality holding steady

EMPIRE DENTAL

- SEO traffic volume remained consistent
- Rankings continued to mature with ongoing content deployment

In all three cases, SEOArmy’s content laid the groundwork for consistent ranking growth and quality lead flow, with Arca leading the strategy and results reporting.

RESULTS THAT PROVE THE MODEL





WHY IT WORKS?

- We know how to write for humans and for Google
- We follow strict industry specs for medical and dental
- We deliver fast, clean, brand-matched content, no drama
- Arca gets to focus on strategy while we power the engine

GROW LIKE ARCA

Need a white-label SEO partner who understands healthcare, home services, and high-stakes verticals?

LET SEOARMY BE YOUR BEHIND-THE-SCENES TEAM FOR BLOGS, PAGES, AND SCRIPTS THAT RANK, AND CONVERT

Book a strategy call or request a sample, zero risk, all ROI



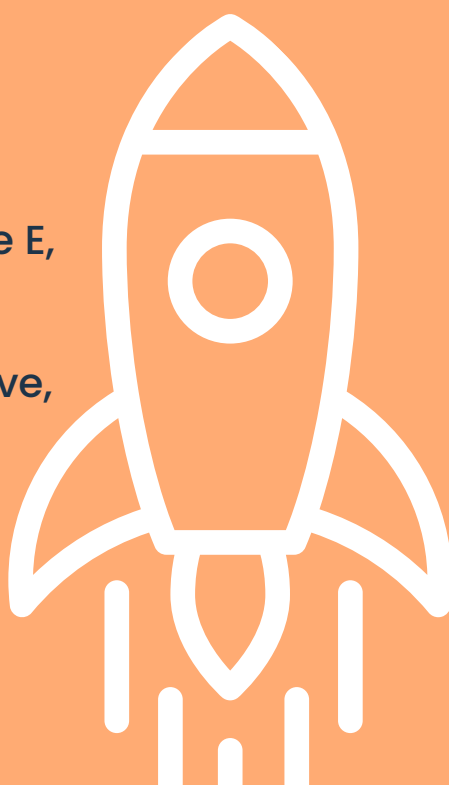
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