

OVERVIEW

Client

Medical Clinics

Objectives

This clinic and its sister clinic business needed more visibility after a larger franchise began moving into their area.

Previous attempts to grow the sites by posting identical, duplicate content had resulted in decrease visibility and penalties in Google search.

Products Utilized

Organic SEO

STRATEGY & SOLUTIONS

- Our SEO strategists are focusing on content marketing and authority building by writing and posting blogs with expert tips on varicose veins, tingling veins, and other high traffic keywords.
- We have been working on expanding the client's core service pages because after the website relaunch they were identical to each other, so we are trying to differentiate the content so they don't run afoul of duplicate content issues and also aren't fighting too much for exactly the same audience and keywords even though they're pretty close geographically and subject matter-wise.

RESULTS

181%

More sessions

90%

New sessions

12.7%

More conversions

246%

More clicks

74%

More impressions

99%

Increase in
click-through rate
(CTR)