How a large medical group practice increased total lead volume by 51% month-over-month

The Client

- Medical group practice with over 100 offices across 11 states
- Web.com for Enterprise client since 2015

Challenges

Our client desired to strengthen their organic web presence so they could convert web searchers looking for their services into appointments & patients. However, their lack of a localized web presence hindered network locations from capitalizing on web traffic driven from online searches.

Goals

Our client was looking for a long-term strategic digital marketing partner who could help accomplish the following:

- Boost organic web traffic
- Boost lead volume
- Rank higher on search engines

Solutions

- Location Pages
- Custom Web Page Templates
- Keyword Analysis
- On-Page SEO
- Maps Claiming
- Custom Content

Outcomes in First 12 Months

90% of company locations rank on 1st page of Google search for 10 key terms

Key Drivers – Templated location web pages were optimized with location and service-specific keywords as part of best practice on-page SEO implementation.

Increased total unpaid web traffic by 64% MoM*

Key Drivers – Custom content optimized with location and service-specific keywords that reflected the client’s specialty services. Claimed, verified, optimized, and maintained all major online maps listings.

Increased total lead volume by 51% MoM*

Key Drivers – Ongoing paid search campaign and SEO optimizations. 80% of lead volume attributable to organic web traffic.

*Month-over-month | October ’15 – October ’16