

# Health Care Solutions

## 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
- Enspire 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 1<sup>st</sup> 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