

# CASE STUDY

## Medical Office



### SUMMARY

Redesigned and optimized a multi-location medical office website, boosting search rankings and user experience. Rocks Digital's strategic overhaul improved page views, clicks, impressions and keyword rankings. Additionally, improved each location's online presence significantly.

### GOAL

The client needed to rebrand and redesign their current website, optimize it for search results and provide a better user experience to website visitors.

### PROBLEM

The client is a multi-location medical office that wanted to rank for allergy-related keywords across all of its locations. The website's service pages, location pages and blog posts were not well written or optimized for search, leading to a website that did not rank well in search results. Further, there was no clear call to action on the website, and website forms that allowed website visitors to contact the client were not easily accessible.

### SOLUTION

As a brand with multiple locations, the website rebuild needed a unique approach. The team at Rocks Digital tackled this project with several objectives in mind.

- ✓ Address website errors from broken links and duplicate meta descriptions.
- ✓ Remove duplicate content and prioritize writing keyword-rich page titles, meta descriptions and image alts.
- ✓ Rework service pages to provide a better experience for the user while also helping search engines understand the allergy-related medical treatments the client offers.
- ✓ Write proper introductions and closings that include a clear call to action.
- ✓ Showcase reviews throughout the website via the site-wide footer.
- ✓ Add click-to-call hyperlinks throughout the website on all instances of the allergy practice's phone number.
- ✓ Audit each location's online presence, optimize each location's Google Business Profile, claim and optimize each location's Bing and Yelp listing, plus distribute local business data online to the top directories, data aggregators and mapping apps.

### RESULTS

#### PAGE VIEWS

**19,760** from April 1, 2020 to July 1, 2020

**56,104** from April 1, 2023 to July 1, 2023

↑ Page Views Increased **36.34K**

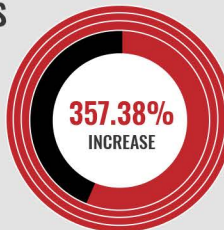


#### WEBSITE IMPRESSIONS IN SEARCH RESULTS

**610K** from April 1, 2020 to July 1, 2020

**2.79M** from April 1, 2023 to July 1, 2023

↑ Impressions Increased **2.18M**



#### KEYWORD POSITION SAMPLING EXTRACTED JUNE 27, 2024

- #1 allergies specialist
- #2 allergy doctor
- #3 food allergy doctor

#### DATA SOURCES:

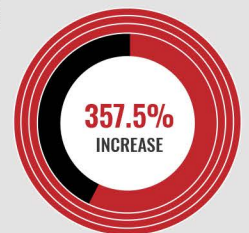
Page views extracted from Google Analytics.  
Website clicks, impressions and keyword positions extracted from Google Search Console.  
Keywords in search results extracted from Semrush.

#### WEBSITE CLICKS FROM SEARCH RESULTS

**6,517** from April 1, 2020 to July 1, 2020

**29,817** from April 1, 2023 to July 1, 2023

↑ Clicks Increased **23.3K**



#### KEYWORDS IN SEARCH RESULTS

**2,270** Keywords in April 2020 with 35 Keywords within the Top 3 Positions

**11,722** Keywords in April 2023 with 148 Keywords within the Top 3 Positions

↑ Overall Keywords Increased **9.45K**

↑ **322.86%** Top 3 Positions Increase

