

# CASE STUDY

## Pediatrician Office



**SUMMARY** Rocks Digital transformed the medical office's website by enhancing search performance, organization and user experience. Key improvements included addressing issues with poor search performance (due to disorganized content), optimizing existing content, restructuring navigation, as well as publishing new service page content.

**GOAL** Revamp the website to improve organization, search performance and user experience by restructuring navigation, optimizing content and adding scheduling, patient portal features and payment links.

**PROBLEM** The client's website was failing to perform in search results. The site's many issues included resource pages being used as service pages and hard-to-find navigation. It also simply lacked features that patients expected – the ability to schedule appointments and make payments, and link to a patient portal. In addition, this client had a great deal of short (and not formatted) content. The business used the blog as an announcement area, thus creating posts with no SEO value.

**SOLUTION** Rocks Digital planned to deliver a new website that would be organized, user-friendly, informative – and optimized for search. The following is the strategy behind this website rebuild.

- ✔ Create service pages to help patients understand the treatments offered.
- ✔ Organize the menu for easier navigation throughout.
- ✔ Write unique meta descriptions, page titles and headings; create branded graphics; add closing calls-to-action and feature the pediatrician's office number on every page.
- ✔ Move all pages (that were resources) into the proper areas and rework them.
- ✔ Research relevant keywords and create blog posts to highlight those keywords.
- ✔ Audit and clean up all blog post content issues.

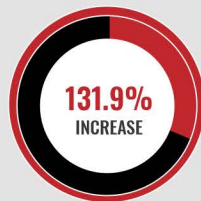
## RESULTS

### PAGE VIEWS

**10,560** from April 13, 2022 to July 6, 2022

**24,490** from April 13, 2024 to July 6, 2024

↑ Page Views Increased **13,930**

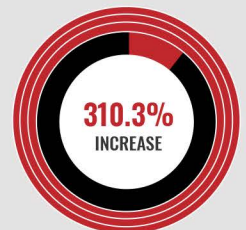


### WEBSITE CLICKS FROM SEARCH RESULTS

**4,260** from April 13, 2022 to July 6, 2022

**17.5K** from April 13, 2024 to July 6, 2024

↑ Clicks Increased **13,240**



### WEBSITE IMPRESSIONS IN SEARCH RESULTS

**412,000** from April 13, 2022 to July 6, 2022

**1.63M** from April 13, 2024 to July 6, 2024

↑ Impressions Increased **1,218,000**



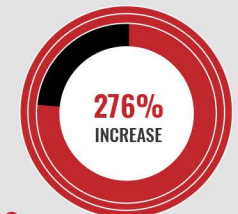
### KEYWORDS IN SEARCH RESULTS

**1,380** Keywords in April 2022 with 5 Keywords within the Top 3 Positions

**5,189** Keywords in April 2024 with 96 Keywords within the Top 3 Positions

↑ Overall Keywords Increased **3,809**

↑ **1,820%** Top 3 Positions Increase



### KEYWORD POSITION SAMPLING EXTRACTED JANUARY 26, 2024

- #1 kids sick visit
- #2 newborn pediatrician
- #3 pediatrician near me

#### 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.