

# CASE STUDY

## Nonprofit Medical Clinic



**SUMMARY** Rocks Digital updated this nonprofit website to be more user-friendly. The Rocks Digital team worked within the confines of the current website build and limited budget to get the best results possible. The navigation was reorganized, outdated content was replaced, optimized service pages (and a location page) were added.

**GOAL** The client needed to update and optimize their current website to be able to reach their intended audience and accomplish the goals of their nonprofit organization.

**PROBLEM** This client, a nonprofit organization, was suffering with a website theme that was rife with broken issues – it was also unlicensed, making development changes more difficult. Their site was disorganized and included content that had been uploaded without a clear strategy in mind. This client was not ranking for the keywords associated with their organization, and they had minimal visibility in search results. The client's budget was extremely limited.

**SOLUTION** Working within the client's budgetary parameters, Rocks Digital prioritized the services that would make the most difference to their audience. Here are the fundamental changes that were made.

- ✓ A complete audit of the website assessed usable content.
- ✓ Site navigation was entirely reorganized to increase maneuverability.
- ✓ Added optimized service pages to clearly describe available medical treatments.
- ✓ New contact page allows patients to request an appointment online.
- ✓ Added click-to-call throughout the site, along with internal linking.
- ✓ Created replacement page titles and meta descriptions.

## RESULTS

### PAGE VIEWS

**16K** from May 1, 2022 to July 31, 2022  
**31.7K** from May 1, 2024 to July 31, 2024

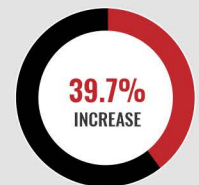
↑ Page Views Increased **15.6K**



### WEBSITE CLICKS FROM SEARCH RESULTS

**3.7K** from March 1, 2022 to May 31, 2022  
**5.17K** from March 1, 2024 to May 31, 2024

↑ Clicks Increased **1.47K**



### WEBSITE IMPRESSIONS IN SEARCH RESULTS

**327K** from March 1, 2022 to May 31, 2022  
**346K** from March 1, 2024 to May 31, 2024

↑ Impressions Increased **19K**



### KEYWORDS IN SEARCH RESULTS

**2.62K** Keywords in October 2022 with 21 Keywords within the Top 3 Positions  
**3.01K** Keywords in October 2023 with 33 Keywords within the Top 3 Positions

↑ Overall Keywords Increased **390**  
↑ **57.1%** Top 3 Positions Increase



### KEYWORD POSITION SAMPLING EXTRACTED JULY 12, 2024

- #1 std testing irvine
- #2 free std testing orange county
- #3 hormone replacement orange county

#### 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.