

CASE STUDY

Allergy Clinic



SUMMARY

This allergy clinic had a website developed by another vendor that was not ranking in search results. Rocks Digital focused on improving the overall user experience, creating service and location pages optimized for search, featured snippets, and for People Also Ask and AI. This culminated in improved keyword rankings, more page views and additional benefits.

GOAL

The client needed a website that delivered increased search visibility and more website visitors to better promote their services to potential patients.

PROBLEM

This client has two locations and needed to rank for specific keywords that would set them apart from other offices. Service pages, location pages and blog posts did not include keyword optimization and were not well written. This resulted in a website that was not reaching its intended audience. Furthermore, there was no easy way for potential patients to contact the client, resulting in a frustrating user experience.

SOLUTION

In an effort to set this client apart from the competition, Rocks Digital created a unique strategy that included the following.

- ✓ Rewrite service pages to showcase the client's allergy specialization.
- ✓ Add introductions and closings that include a clear call to action.
- ✓ Clean up technical and development errors throughout the website and add the appropriate Schema markup.
- ✓ Create an accessible contact form throughout the website for easy patient inquiries.
- ✓ Create location & city pages to help improve visibility in organic search.
- ✓ Optimize each location's Google Business Profile.
- ✓ Add click-to-call hyperlinks wherever the office's phone number is listed.

RESULTS

PAGE VIEWS

8.64K from December 3, 2023 to March 2, 2024

6.82K from December 3, 2024 to March 2, 2025

9.94K from December 3, 2025 to March 2, 2026

↑ Page Views Increased **1.3K**



WEBSITE IMPRESSIONS IN SEARCH RESULTS

37.1K from December 3, 2023 to March 2, 2024

294K from December 3, 2024 to March 2, 2025

2.49M from December 3, 2025 to March 2, 2026

↑ Impressions Increased **2.45M**



KEYWORD POSITION SAMPLING EXTRACTED MARCH 2026

- #1 allergist
- #1 food allergy doctor
- #1 pediatric allergist

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

706 from December 3, 2023 to March 2, 2024

1.64K from December 3, 2024 to March 2, 2025

3.73K from December 3, 2025 to March 2, 2026

↑ Clicks Increased **3.02K**



KEYWORDS IN SEARCH RESULTS

306 Keywords in March 2024 with 9 Keywords within the Top 3 Positions

1.32K Keywords in March 2025 with 18 Keywords within the Top 3 Positions

4K Keywords in March 2026 with 42 Keywords within the Top 3 Positions

↑ Overall Keywords Increased **3.69K**

↑ **366.67%** Top 3 Positions Increase

