



HAMPTON CREATIVE

1 THE PROBLEM

Extremely low web traffic proved to be detrimental to the practice's overall financial goal. The medical practice was losing prospective clients to local competition due to negative online reviews. The practice was not ranking in search engines outside of the brand name. No online reputation and identity management systems were in place, so online listings for the practice were incorrect and reviews went unattended. There was very limited control over the practice's online presence.

2 THE APPROACH

Our approach was to develop a strategy that focused on addressing each of the problem areas. Our goals were to increase qualified web traffic, manage online brand perception, increase in-office patient traffic and produce a measurable return on investment.

3 THE STRATEGY

For this situation, we needed a strategy that addressed multiple touch points and covered a wide range of service lines, as well as unifying and improving the overall perception of the brand. Step one involved correcting the online business listings for all practice locations. Next, we developed a system for the internal response of online reviews, comments and questions. We then developed an ongoing search engine optimization plan that focused on not only ranking the brand name, but ranking individual service lines. Our optimization was extremely data-driven, as we used analytics to create insights about the practice, their patients, and the measurable interaction between the two.

4

THE RESULTS

Prior to our engagement, the practice was averaging 3,500 visits a month (42,000 a year). The vast majority of these visits were internal direct visits because office computers were set to the practice's website homepage. Search engine traffic was the third highest contributor with 7,000 visits for the entire year.

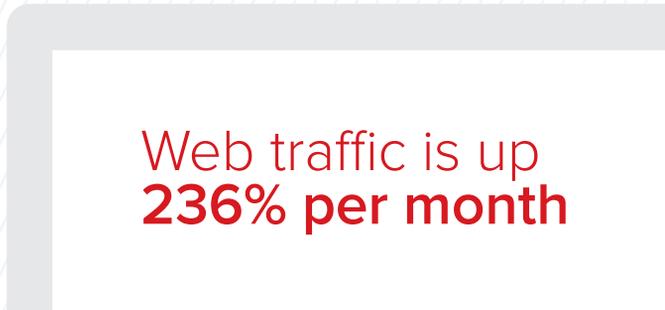
Over the course of 24 months, web traffic has increased from an average of 3,500 visits a month to 11,750 visits per month. In 2015, we tracked a total of 141,000 visits to the site. Organic search engine traffic was the number one contributor to the site, with 120,000 visits. In other words, SEO was responsible for more than 85% of the site's traffic. More importantly, the practice's website has become the number one new business driver to the establishment. The practice's website now functions as a tool continually working to benefit the practice.



Traffic has increased from 3,500 visits a month on average to **11,750 visits per month** on average



Last year we saw **141,000 visits** to the site



Web traffic is up **236% per month**



Now the Specialty
Medical Practice's
website has become
**the #1 business driver
to the business**



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