

The background of the slide features a dark, moody image of a metal padlock attached to a chain. A red ribbon is draped around the padlock. A small teal line graph icon with an upward-pointing arrow is positioned above the main title. The overall color palette is dark blue and teal.

SEO & Google AdWords Success: Healthcare Tech Case Study

A Partnership Between Incrementors Web Solutions and a Healthcare Tech
Company

Executive Summary

60%

Increase in Organic Traffic

50%

Growth in Sales

Client Information

- ✓ Healthcare Tech Company
- ✓ Based in Toronto, Canada
- ✓ 1-10 Employees
- ✓ Virtual Healthcare Provider

Project Overview

- ✓ **SEO & Google AdWords** Services
- ✓ Keyword Research
- ✓ Web Design Consultation
- ✓ Backlink Creation
- ✓ Started Feb 2021 - Ongoing


The Challenge



What Was The Problem?

The healthcare tech company needed help with **SEO** to improve their online visibility and drive more organic traffic to their website.

Client Background

 VP of Technology
Development

 Virtual Healthcare Provider

Company Details

 1-10 Employees

 Toronto, Canada

The Solution



SEO Services





Comprehensive search engine optimization to improve organic rankings and visibility







Google AdWords

Strategic paid advertising campaigns to drive targeted traffic and conversions

Methodology

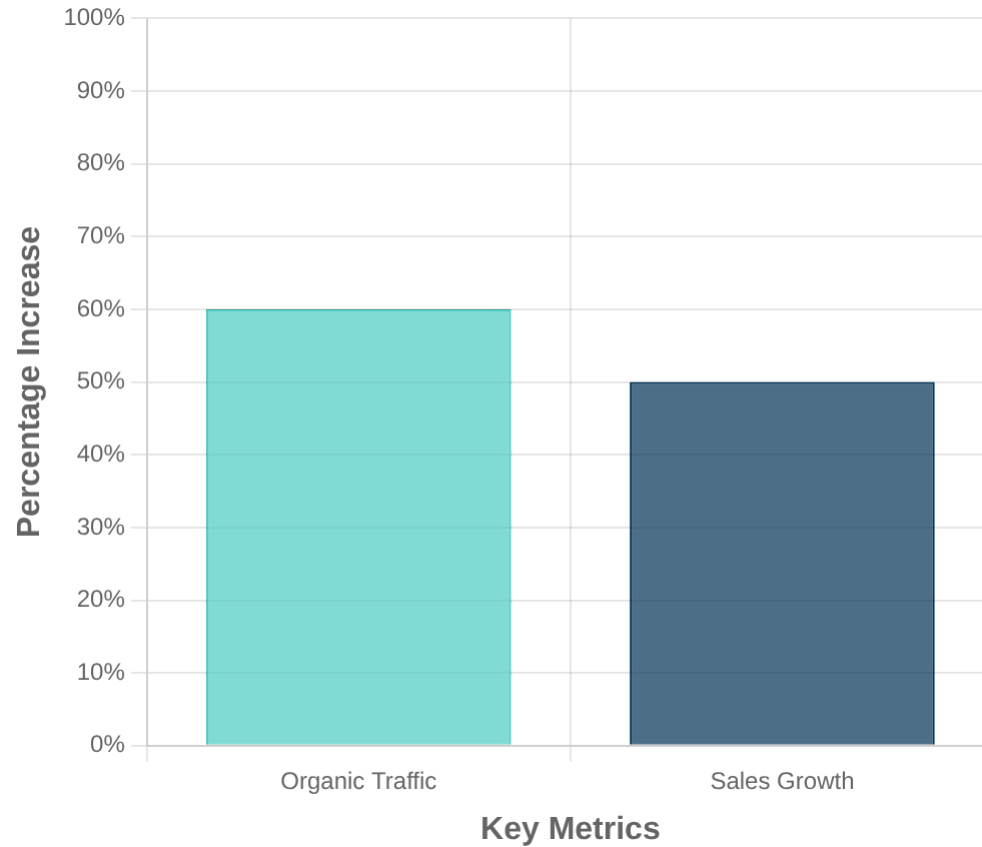
-  **Keyword Research** - Strategic identification of high-value search terms
-  **Web Design Consultation** - Recommendations for SEO-friendly layout and structure
-  **Backlink Creation** - Building quality links to improve domain authority
-  **Technical Optimization** - Improving H1 tags and other SEO elements

Team Composition

-  **SEO Specialist** - Direct contact with client, managing overall strategy
-  **Backlink Expert** - Focused specifically on creating quality backlinks
-  **Weekly Reports** - Detailed performance tracking and analysis
-  **Regular Meetings** - Consistent communication and strategy adjustments

Results & Impact

Quantifiable Results







Client Feedback

We like that they're really knowledgeable.

 5.0

Project Management

-  **Detailed Reports** - Weekly performance summaries
-  **Weekly Meetings** - Regular strategy reviews
-  **Excel Summaries** - Custom-formatted data
-  **Direct Contact** - No middleman communication

Next Steps & Call to Action

Partnership Status

February 2021



Partnership began with Incrementors Web Solutions

Ongoing Growth



Consistent **60% monthly increase** in organic traffic

Sales Impact



50% growth in sales attributed to SEO efforts

Client Testimonial

We like that they're really knowledgeable. I was in direct contact with the people who have the experience and are working on our project.

 **5.0** Overall Score

Quality

5.0

Schedule

4.0

Cost

5.0

Would Refer

5.0

Ready to Transform Your Digital Presence?

Partner with Incrementors Web Solutions to achieve similar results for your healthcare technology company. Our proven SEO and Google AdWords strategies can help you increase organic traffic and boost sales.

Key Benefits:

- Expert SEO and PPC strategies
- Detailed weekly reporting
- Direct contact with experienced professionals
- Customized solutions for healthcare tech

Get Started Today →