



CASE
STUDY

Healthcare Marketing Case Studies

With the healthcare industry getting more and more competitive, now is the time to grow your healthcare business online. We have entered full steam into a Digital Revolution. This means you need to stay on top of the latest online marketing trends to increase your presence in front of your target patients. We at Digital Supremacy a team of professionals who are passionate about helping others. We have integrated our expertise into our marketing agency to help other medical professionals experience success with their marketing efforts. As they say, the proof is in the pudding



223% increase in organic traffic after SEO Website Redesign

What We Did: Pacific Neuropsychiatric Specialists is a quickly-growing behavioral health practice with 7 physical locations and online telemedicine services. They wanted personal service from a marketing team specializing in behavioral health. In particular, they wanted to redesign their website without losing the growing organic traffic they already had. The original website had some limitations, being on GoDaddy Website Builder.

Based on their request, we decided the best strategy was to optimize for the local and organic search engines while redesigning their website in WordPress.

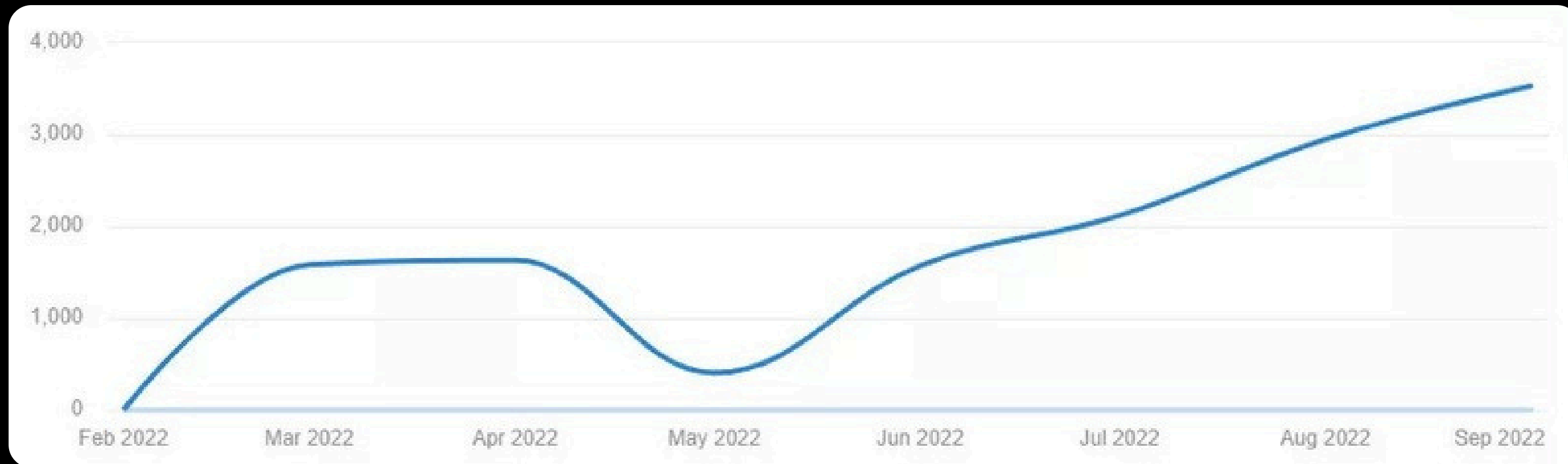


Our Process:

1. Prioritize local SEO by optimizing their Google profiles for all 7 locations.
2. Build local listings monthly for all locations.
3. Simplify website structure to 3 layers with the new website, reorganizing the menu at the same time.
4. Optimize the on page SEO transitioning to the new website: Meta Titles, Meta Descriptions, Alt Text, Schema, and more.
5. Brought new publicity opportunities to Dr. Alva, the Founder, Chief Medical Officer, and CEO. We earned features from WebMD, AOL, LifeHacker, PsychCentral, and more.

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The Results Pacific Neuropsychiatric Specialists saw 62% increase in overall website traffic in 6 months 223% increase in organic website visitors Now 55% of their website visitors are finding them online through search engines



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