

Medical Centre CASE STUDY

HOW A WEBSITE REDESIGN + SEO

doubled visits

TO A BYRON BAY MEDICAL CENTRE - IN 3 MONTHS

When we were introduced to the owner of this medical centre, their website was failing to appear on page 1 for many of the typical online searches made by patients in the Byron Bay area. The home page didn't clearly outline the benefits of choosing the practice and contact information was not easy to find.

Their previous SEO company had been tracking keywords no-one was actually typing into Google and the old website design led patients to believe they were a skin cancer clinic when they were in fact a medical centre with a number of GP's and allied health services.



WEBSITE - WHAT WE DID

We worked with their web developer to:

- Improve the **overall structure** of the website
- Create individual pages for **key services** offered
- Increase **trust and credibility** factors such as accreditation logos
- Implement **online bookings** with HotDoc (our preferred online booking software for medical clinics)
- Add **personality and warmth** to the website, for instance including practice philosophies and history

SEO - WHAT WE DID

We completed SEO Foundations:

- Thorough **keyword research** for Byron Bay and surrounding towns to discover the services patients were actually searching for in these locations
- **SEO copywriting**, SEO titles and meta descriptions
- **Internal linking** of website pages
- **Schema markup**
- **Local Directories audit**
- Optimised **Google My Business** listing and more...

THE RESULTS

Three months on from completion of the project, website traffic from new visitors using Google **more than doubled**, increasing from **323 visits per month to 697 visits per month**. That's an increase of 115%.

The average click through-rate (the percentage of patients that click onto the website from the search results) **increased from 1.3% to 3.2%**.

Additionally, the practice was able to be discovered online for specific services offered. One example - **sexual health services - experienced an increase of almost 500% more visits to the website** (in 3 months) as a result of the new sexual health service page created.

Want to know more?

Book a free 15 minute chat and find out if we can help your practice achieve similar results.

[Choose a date](#)