

# Practice Secret Gets Results:

## We Blasted Organic Traffic Higher By 84% In One Month!

Establishing trust online is the key to building up relationships with your potential patients. In order to connect your practice with its target demographic, you need to drive traffic to your website.

Did you know that nearly **80% of patients start their search for a doctor online**? According to a recent Pew study that is the case, and if your practice isn't maintaining a healthy online image, you might be losing out.



There isn't one strategy that will work for every practice, but regardless of your sector, Search Engine Optimization (SEO) is where everyone starts. If your potential patients aren't able to find your information online, there isn't much that your company can do to build up a positive image and make valuable connections.

### The Challenge:

In April 2017, Practice Secret was engaged in helping a podiatrist with 3 offices in Illinois to increase his website visibility, improve rankings and get more patients to visit his website.

Because we didn't get access to the website from previous agency right away, making on-page changes and optimization was impossible. While this isn't an ideal situation for us, we still started with off-site efforts only, but even these efforts yielded incredible results.

### The Solution:

We employed a range of off-site SEO techniques, local listing and citation optimization. By using these methods, we were able to nearly double his web traffic in a very short time span.

### The Results:

In just 30 days after we started working on the website we saw the following changes:



### Your Advantage

When we look at a client's online image, our first thought is how to better connect them with their local demographic. Healthcare is all about serving a community, and we put that dynamic at the top of our list.

Driving online traffic doesn't have to be difficult, and we know how to make connections that deliver positive returns for everyone involved. If you want to talk about what we can do for your practice, or just pick our brains, contact us here.