



 **baker**labs

CASE STUDY

The Client:

A regional surgical eye group practice

Client

A regional surgical eye group practice

Challenge

This eye surgical practice initially approached us for

help in updating their website to be

more appealing and mobile responsive.

After we redesigned and built their new website, they asked us to manage their digital marketing on an ongoing basis.

Solution

Our team created a hybrid approach with content creation and online ads to help them establish and maintain a ranking in Google searches. In the shorter term,

the ads increase search engine visibility

while the ongoing blog posts ensure long term ranking.



Process

The progressive steps over the last two years of replacing their website and changing their old marketing model to a new hybrid approach targeted for SEO now places them

on the first page of Google search results for local eye surgeons.

The blend of short and long term approaches has increased their website visits

from less than 1,500 to over 3,000.

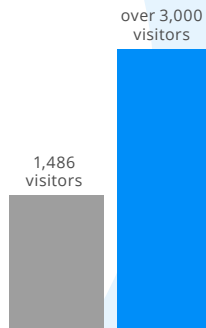
Additionally, the ability for people to request appointments online has resulted in 36 inquiries within the first 3 months.

Results

In **90 days** our inbound marketing efforts

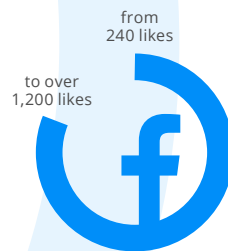
more than doubled website traffic,
grew Facebook follows by 80%,

and booked over 30 appointments.



104%

WEBSITE VISITORS



80%

FACEBOOK FOLLOWERS



30

APPOINTMENTS

Do you want to see results like these?