

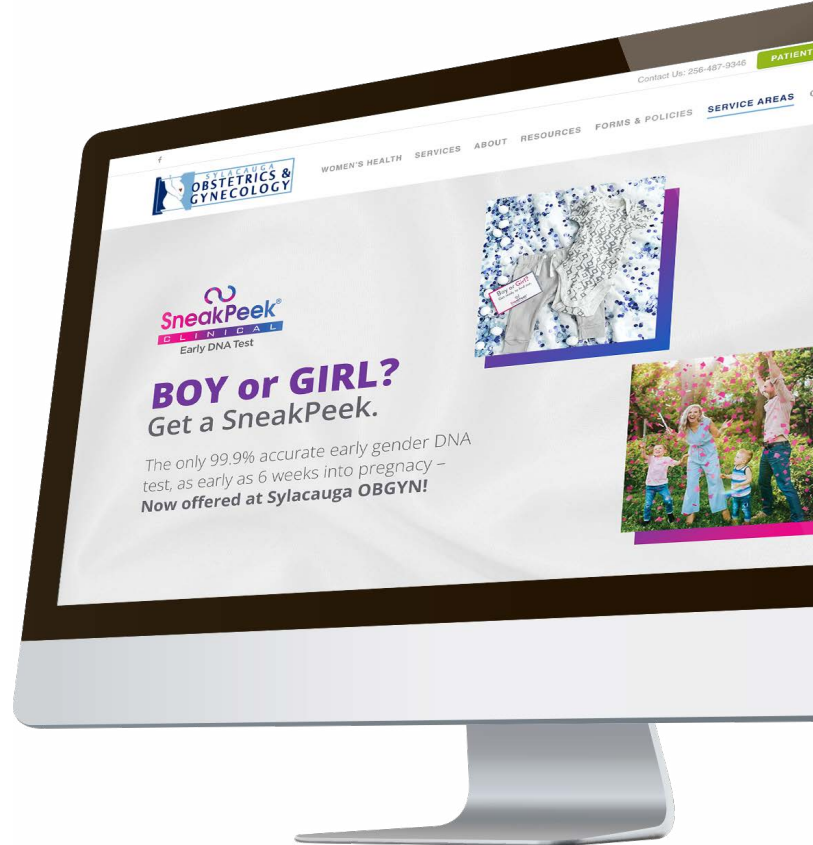
CASE STUDY

Sylacauga Obstetrics & Gynecology

OB/GYN Practice Achieves Steady Growth and Wins Best of Coosa Valley Award 3 Consecutive Years with HLM.

“Partnering with HLM has been an incredible experience. Their expertise in digital marketing, particularly in SEO and website design, has helped our practice achieve remarkable growth and become a leading OB/GYN practice in Coosa Valley.”

— Dr. Rehberg, Physician & Owner Sylacauga OB/GYN



The Journey to Growth and Recognition.

In 2019, Sylacauga Obstetrics & Gynecology, a leading obstetrics and gynecology practice partnered with HLM to achieve remarkable growth and recognition. Through a strategic combination of SEO, website design, content marketing, and PPC campaigns, Sylacauga OB/GYN has not only seen a significant increase in organic traffic and patient appointments but has also received local recognition, including the Best of Coosa Valley award for three consecutive years.

2023 YEAR-OVER-YEAR SUCCESSES

51%

Conversion Rate - Obstetrics

33%

Less Cost Per Acquisition

92%

Patient Capacity Booked



INDUSTRY
Healthcare



BUSINESS TYPE
Single Location



LOCATION
Sylacauga, AL



HLM SERVICES

- Website Design
- SEO
- Content Marketing
- PPC Campaigns

Before partnering with HLM, Sylacauga OB/GYN tried various lead generation sources and channels but failed to achieve the desired results.

Unleash Your Online Potential!

Nobody knows your business better than you and not many agencies know the healthcare industry better than HLM.

Join the over 2,000 local businesses accelerating their growth with the strategies, tools, and technology, only available from HLM



The Story.

CHALLENGES AND SOLUTIONS

Sylacauga OB/GYN faced the challenge of increasing visibility for their practice, particularly with the introduction of a new female OB/GYN- the first in the region. Additionally, they looked to HLM for help in reducing missed appointments- a challenge facing many Sylacauga practices. They believed better visibility and a revamped website were essential to attract more patients. To address these challenges, they partnered with HLM, a digital marketing agency known for its expertise in search engine optimization (SEO), content marketing, and website design.

Before partnering with HLM, Sylacauga OB/GYN tried various lead generation sources and channels but failed to achieve the desired results. They were looking for a solution that would not only increase the number of Obstetric patients but would also improve their online presence and establish themselves as experts in the women's health field. HLM's comprehensive digital marketing strategies provided the perfect solution to their problems.

DECISION

Sylacauga OB/GYN heard about HLM through a mutual connection and ultimately chose them because of their proven track record in delivering results. They were impressed by HLM's

expertise in SEO, website design, and content marketing, which aligned perfectly with their goals of increasing visibility, creating brand authority, and attracting more patients.

Key Strategies.

1

SEO: Driving Organic Traffic and Local Visibility.

HLM's SEO strategies was vital to driving organic traffic to Sylacauga OB/GYN's website. By optimizing location pages, creating fresh and informative content, and targeting relevant keywords, like Endometriosis, HLM ensured that the practice ranked highly in search engine results for their top services.

The implementation of location-specific pages, such as Opelika and Anniston, led to a significant increase in organic sessions and website traffic. Additionally, because we had built significant website authority over the years, when it came to expanding into the newest area, Anniston, our team was able to get significant visibility and traffic in less than 3 months, 50% less time than the average 6 months for search engines to recognize a new location.

2

Website Design: Enhancing User Experience and Conversion Rates.

HLM's website design strategies aimed to improve the overall user experience and increase conversion rates for Sylacauga OB/GYN. By creating an intuitive and visually appealing website, HLM ensured that visitors had a seamless browsing experience. The website was

optimized for mobile devices, which is crucial considering the increasing number of users accessing the internet through smartphones. The result was a significant increase in website conversions including a 50% conversion rate for qualified patient leads, which is 5x the industry average.



3 **Google Business Profile Optimization: Leveraging Local Listing to Attract New Patients.**

HLM leveraged the power of Google My Business to optimize Sylacauga OB/GYN's online presence and improve local exposure. By optimizing the GMB profile, including accurate contact information, business hours, and positive reviews, HLM ensured that potential patients found the practice easily when searching for obstetrics

and gynecology services in the area. From June 2022 to June 2023, Sylacauga OB/GYN experienced 13,527 organic sessions (a 36% increase) and a 25% increase in traffic with 10,000+ calls and 3,000+ clicks to the website from its Google Business listing.

4 **PPC: Targeted Advertising for Maximum ROI.**

HLM's PPC campaigns played a crucial role in driving targeted traffic and maximizing return on investment (ROI) for Sylacauga OB/GYN. By carefully selecting relevant keywords, creating compelling ad copy, and optimizing

landing pages, HLM ensured that the practice's PPC campaigns were highly effective. The result was a less than 1% increase in the cost per lead and a 50% increase in conversion volume, with 300+ new obstetrics patients per year.

5 **Content Marketing: Establishing Thought Leadership and Engaging Patients.**

HLM's content marketing strategies aimed to position Sylacauga OB/GYN as an expert in the field of obstetrics and gynecology. With collaboration from Dr Rehberg, our writers consistently created informative and engaging blog posts, helping the practice establish thought leadership and engage with both existing and potential patients.

The content covered a wide range of topics, including endometriosis, missed appointments, and ways to reduce them. This approach resulted in increased organic traffic, improved search engine rankings, and a boost in the practice's primary target keywords.

Business Impact.



Steady Growth.

The partnership between Sylacauga OB/GYN and HLM has had a significant impact on the practice's day-to-day operations and overall business growth. As a result of their collaboration, Sylacauga OB/GYN has experienced steady growth, including adding two physicians and increasing the number of appointments and deliveries exponentially.



Cost Effective Marketing.

With effective PPC management, Sylacauga OB/GYN's monthly media spend remains under \$500, delivering impressive results. August 2023 marked the highest billing month, indicating substantial revenue growth.



Promoting the Region's First Female Physicians.

With the new website, Sylacauga OB/GYN had the perfect platform to recognize and promote the region's first female physician, Dr. McLinnis. Today, they are proud to have the region's first TWO female physicians on staff.



Best of Coosa Valley Awards.

With the help of HLM's tactical social media strategy boosting the contest, the practice won "Best Doctor" and "Best Medical Practice" in the Best of Coosa Valley awards for 3 consecutive years.

Conclusion.

Sylacauga OB/GYN's collaboration with HLM has been instrumental in its steady growth and recognition in the healthcare industry. Through a comprehensive digital marketing approach encompassing SEO, website design, content marketing, PPC, and Google Business Profile optimization, the practice has experienced increased organic traffic, improved conversion rates, and a boost in overall revenue. With HLM's expertise, Sylacauga OB/GYN has become a trusted authority in obstetrics and gynecology, attracting more patients and establishing a strong online presence.