

**INCREDIBLE, BUT TRUE.
READ HOW A HOME CARE
SERVICE IN THE BAY ACHIEVED
95% RISE IN PAGE VIEWS.**



325%

increase in leads
per week

2nd

Rank increase in
leads per week

6%

more OTP &
Surgery Inquiries

91.05%

rise in website
traffic

1300

Additional
Qualified Leads

CLIENT

The reputed client is based out of the Bay Area, running their medical center for the past 15 years. With increasing number of other facilities coming into picture, the center started struggling with lesser patient footfalls.

CHALLENGES

- Dozens of offices competing for clientele in the Bay area
- Lack of SEO experts to optimize website content

SOLUTION

- Lake B2B's digital marketing team completed a full site audit to address technical SEO issues, including improvements to site structure and page load speed. All pages and blog posts were optimized based on the target keyword list to rank better in the local Bay area
- To boost domain authority, our team used new and existing content for link building outreach. Our team successfully placed links on a variety of leading websites within the home care industry
- To keep content fresh and relevant, Lake B2B's marketing team regularly posted 4-5 blogs every month which helped drive organic keyword rankings and support link activities

RESULTS

- 65% increase in page views
- 90% of tracked keywords now ranking in top100
- 81% share of voice compared to direct competitor
- Made it the most talked about home care center online
- Built Trust among Prospective Patients and educated Healthcare consumers
- Attracted New Patients through Search Engine Results



**Accelerate Growth at your Medical Facility
through Lake B2B's Double Your Home Care solutions**






In spite of having a wide array of healthcare services, we were lagging behind in sales and leads. Lake B2B SEO and content management services helped our medical practices build better search engine ranking (both locally and globally), while attracting new patients and retaining more existing patients in the process. We now understand the important role that both SEO and content management strategies play in any effective online marketing plan.

Ader Crown, Chief Medical Officer, Bay Area

[Contact us Today](#)



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