



CASE STUDY

New York Hospital

As one of New York's largest medical groups this Hospital is the perfect example of a medical organization who understands the power of content. The Hospital was looking to have several goals fulfilled including creating a consistent voice across the content within their Hospital and needed to make sure their content was optimized for both search engines and potential customers.

THE CHALLENGE:

The Hospital had content on their site that was neither SEO nor user friendly. They were in the process of the re-designing their site and were also considering a content overhaul.

THE SOLUTION:

We were contracted by the Hospital to perform a Content Audit as well as create a Content Strategy. Upon doing our content audit we discovered that many on-page SEO elements were either wrong or entirely missing. In addition we found that all of their topical content pages were not optimized. We completed our content audit and formulated a customized content strategy that paved a direction for better optimized and more user friendly content. We implemented the content strategy and successfully creating hundreds of pages of content for the Hospital increasing user engagement, conversions and search engine visibility.

