



CASE STUDY

New York Orthopedic Center

A large Orthopedic Institute is the perfect example of a medical group who understands the power of content. The Orthopedic Institute was looking to have several goals fulfilled including creating a consistent voice across the content within their Orthopedic Institute and needed to make sure their content was optimized for both search engines and potential customers.

THE CHALLENGE:

The Orthopedic Institute 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 Orthopedic Institute 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 Orthopedic Institute increasing user engagement, conversions and search engine visibility.

