



## Case Study:

### Enhancing Content Strategy for One of New York's Largest Medical Groups

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**Client:** Major New York Hospital

**Industry:** Healthcare

#### **Background:**

As one of New York's largest and most respected medical groups, this hospital is dedicated to delivering exceptional patient care across various specialties. However, despite their expertise in medicine, the hospital faced significant challenges with its online content. They needed to unify their content across multiple specialties, ensure it was optimized for search engines, and make it both useful for medical professionals and engaging for potential patients.

#### **The Challenge:**

The hospital's website faced several critical issues:

**Inconsistent content voice:** With numerous specialties and medical groups contributing to the site, there was a lack of uniformity in how content was written and presented.

**SEO and user-friendliness:** Thousands of pages of content were neither optimized for search engines nor user-friendly, making it difficult for both patients and search engines to find relevant information.



**Site redesign:** The hospital was in the process of redesigning its website, creating an urgent need for a comprehensive content overhaul.

**Audience engagement:** The content was not resonating with its dual audience—medical professionals and potential patients—leading to reduced engagement and impact.

## **The Solution:**

We were brought on to assist the hospital by conducting a full content audit and developing a customized content strategy to address these issues.

**Comprehensive Content Audit:** We began by performing an in-depth audit of the hospital's existing content. Our audit revealed that many on-page SEO elements—such as title tags, meta descriptions, and headers—were either incorrectly implemented or completely missing. This made it difficult for the hospital's content to rank on search engines, limiting its visibility to prospective patients.

**Content Organization and Optimization:** We found that topical content pages, including those for different medical specialties, were poorly organized and lacked SEO optimization. These pages did not align well with search intent and failed to engage users effectively. Our goal was to rework the content to make it both easily navigable and informative, catering to the needs of both medical professionals and patients.

**Creation of a Customized Content Strategy:** Based on the findings of our audit, we developed a comprehensive content strategy that addressed the hospital's unique challenges:

**Consistent Voice:** We created guidelines to ensure a consistent tone and voice across all specialties, ensuring that content felt cohesive and authoritative.

**SEO Optimization:** We optimized the content with relevant keywords, improved on-page SEO elements, and ensured all pages adhered to SEO best practices. This helped improve search engine visibility and attract highly targeted traffic.

**User-Centric Design:** We focused on organizing content in a way that was intuitive for both medical professionals seeking detailed information and potential patients looking for easy-to-understand medical advice.

**Execution and Collaboration:** We worked closely with the hospital's internal teams to implement the new content strategy, ensuring they were equipped to maintain and update content in line with SEO and user-experience best practices.

## **The Results:**

The customized content strategy we developed for the hospital led to significant improvements in their online presence and engagement:

**Increased SEO Visibility:** Optimized content helped the hospital rank higher for relevant medical and healthcare-related searches, leading to a noticeable increase in website traffic.

**Higher Engagement:** By creating content that resonated with both medical professionals and patients, the hospital saw a marked improvement in user engagement and time spent on the site.

**Consistent Brand Voice:** The hospital achieved a unified and consistent voice across its many specialties, enhancing its reputation as a trusted medical institution.

**Improved User Experience:** The restructured content made it easier for users to find relevant information quickly, improving the overall user experience for both patients and doctors.

## **Conclusion:**

This case study demonstrates the power of a well-executed content strategy in the healthcare sector. By conducting a thorough content audit and implementing a user-centric, SEO-optimized content strategy, we helped one of New York's largest medical groups improve their online presence, increase engagement, and drive higher search engine visibility. The hospital is now better positioned to serve its dual audience of medical professionals and patients, while continuing to grow its digital footprint.