



Medical SEO Case Study 1: Dr. Paul Webster (Interventional Pain Management, Kissimmee, FL)

Summary:

Dr. Webster is the owner and medical director of an interventional pain management practice in Kissimmee. He hired Redcastle Services to increase his number of online referrals and improve his online reputation and web presence.

Before:

- ✗ Practice was **NOT visible on Google search results**, even for basic keywords such as “Kissimmee pain management clinic.”
- ✗ Practice did NOT have many positive online reviews.
- ✗ Practice did **NOT have a professional medical website** which reflects the quality of the practice.
- ✗ Practice had a VERY small online audience / following.

After:

- ✓ Practice is now **on the FIRST page of Google** (and in the top 3 positions) for ALL of the targeted keywords (e.g. First position for “pain management Kissimmee.”)
- ✓ Practice now has **many positive online reviews**.
- ✓ Practice has a **professional website** which reflects the quality of the practice.
- ✓ Practice has **over 1,400 followers** on Twitter, and many more on Facebook, LinkedIn, and Google+.

But did this lead to new patients?

YES:

- Over 50 new patient calls every month
- Overall web traffic increased by over 100%
- SEO web-traffic increased by over 200%

Supporting Data:

1. SEO Keyword Position on Google (before vs. after)

Keyword	Before	After
pain management kissimmee	89	1
kissimmee pain management	79	1
pain management doctor kissimmee	Not in top 100	1
kissimmee pain management doctor	Not in top 100	1
pain doctor kissimmee	Not in top 100	3
kissimmee pain doctor	Not in top 100	3
pain management clinic kissimmee	Not in top 100	2
kissimmee pain management clinic	Not in top 100	2
pain clinic kissimmee	Not in top 100	2
kissimmee pain clinic	Not in top 100	2

2. Number of phone calls to the practice



3. Examples of articles written (2 per month) to promote the practice, while simultaneously using the keywords to improve the SEO



What's the difference between pain management and interventional pain management?

August 2, 2016

Interventional pain management is a subspecialty of pain management. It specializes in an array of pain blocking techniques, usually with the use of injection therapies, [...]



Doctor's Pain Management Associates

Published by Dr. Webster [?] · September 28 at 12:25pm · ©

New post (You're in pain: Urgent care or Pain Management Specialist?) has been published on Advanced NeuroSpine Associates



You're in pain: Urgent care or Pain Management Specialist? - Advanced NeuroSpine Associates

As we established before, there are many different kinds of pain. There are different kinds...

ADVANCED NEUROSPINE ASSOCIATES

194 people reached

View Results

Like Comment Share

4. Examples of REAL positive online reviews generated:



Brenda Otero

a year ago

★★★★★ Doctor Webster is the best. He actually takes his time in giving his patients his attention concerning pain, medication & other questions regarding your health care issues.



ANNETTE PEREZ

in the last week - 🚩

★★★★★



marioortiz5455 ortiz

3 weeks ago

★★★★★

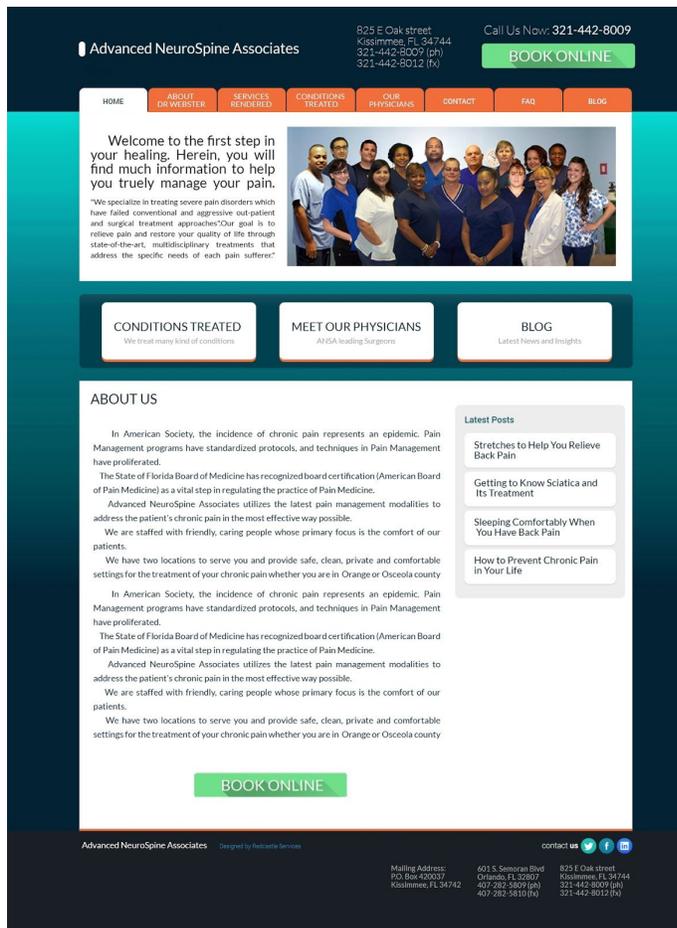


Katlin Champagne

a month ago

★★★★★

5. A new professional (and mobile-friendly) medical website which reflects the quality of the practice.



6. The practice was also listed with over **60 major online directories**, such as Yelp, Google Business Listings, Healthgrades, and many more.

Would you like similar results for
your practice?

RedcastleServices.com

