Healthcare SEO case study
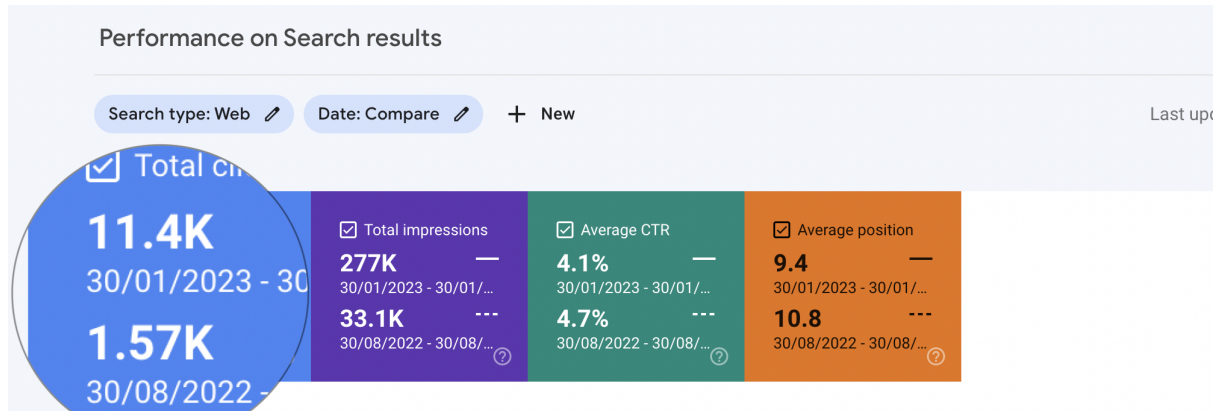
I increased organic clicks from **3,000 to 11,000** in 7 Months for my client.

About the website:
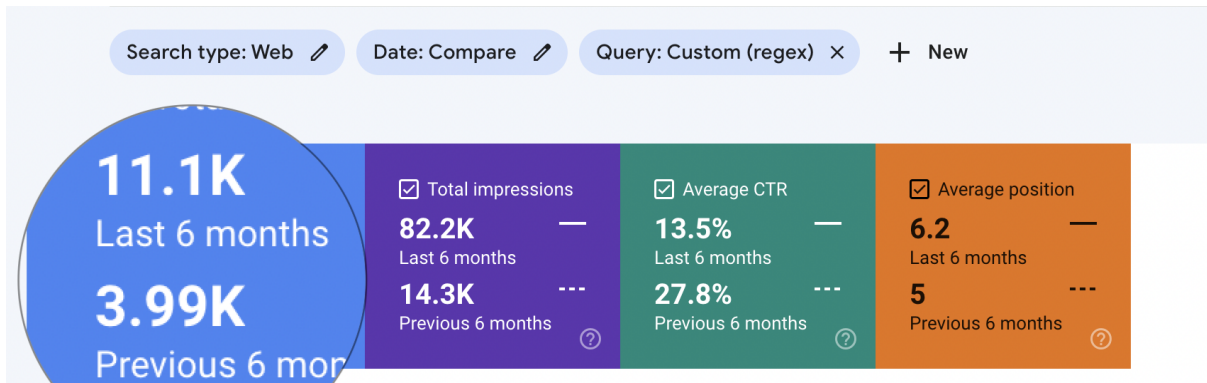This business is a healthcare website that provides health services online & at home.
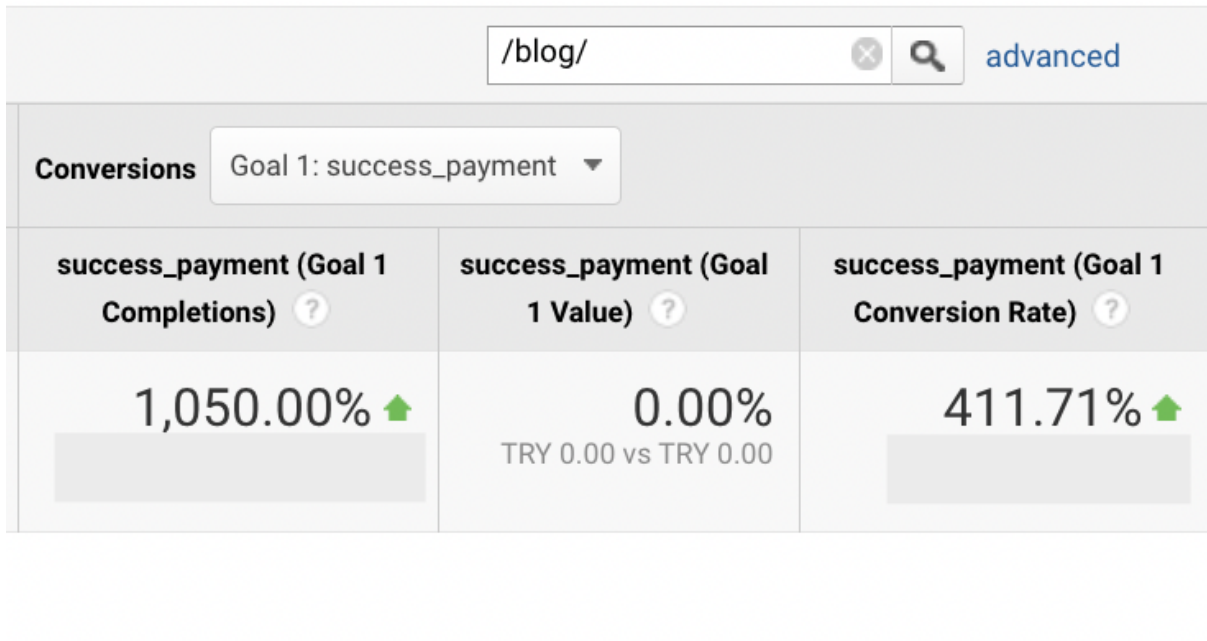
Results:

- Increase clicks from 1,570 to 11,400 daily clicks from 30 Aug 2022 to 30 Jan 2023 (around 6 months)


- Increase branded organic search from 3,990 to 11,100 compared to the past 6 months.

11.1K
Last 6 months

3.99K
Previous 6 mon

☑ Total impressions
82.2K —
Last 6 months
14.3K ⋯
Previous 6 months ⓘ

☑ Average CTR
13.5% —
Last 6 months
27.8% ⋯
Previous 6 months ⓘ

☑ Average position
6.2 —
Last 6 months
5 ⋯
Previous 6 months ⓘ

- Increase CR by creating quality blog posts by 411.71% - from 4 to 50 orders monthly.

/blog/ ⊗ 🔍   advanced

Conversions Goal 1: success_payment ▼

success_payment (Goal 1 Completions) ?	success_payment (Goal 1 Value) ?	success_payment (Goal 1 Conversion Rate) ?
1,050.00% ⬆	0.00% TRY 0.00 vs TRY 0.00	411.71% ⬆

- Improved ranks for pages that bring money and main keywords like:

-online consultation with doctor
-online consultation dermatologist
-home health care service
-doctor at home
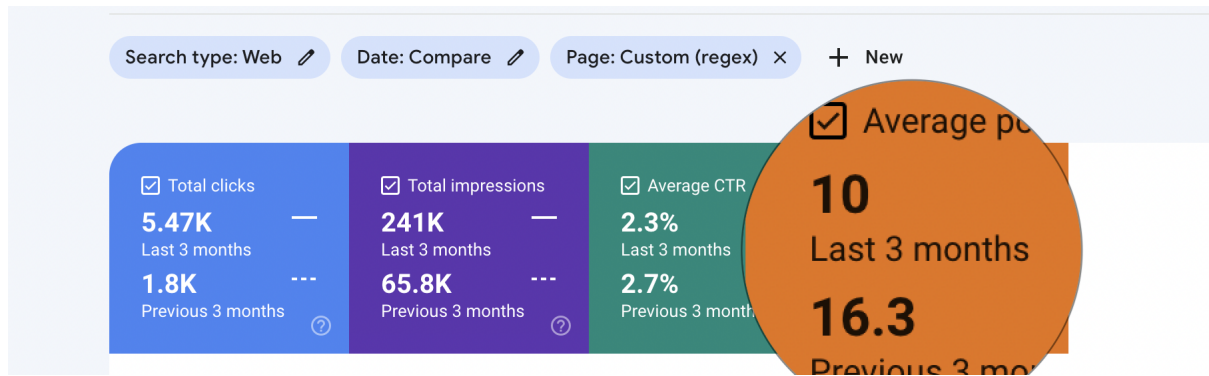
- Increase organic traffic for money pages by 30% compared to the past 3 months.

The actions we did to get the mentioned results:

- I did In-depth keyword research **based on user intents**, **pain points**, and **competitor analysis.**
- Mapped keywords on the correct pages
- Improved meta titles, H1 & descriptions based on keyword research
- Created specific pillars & clusters structure for blog posts & money pages, resulting in correct internal links.
- Improve website authority by building quality backlinks.
- Improved internal links structure (there were more than 1000 incorrect & broken internal links)
- Improved website loading speed (mainly core web vitals)
- Updated old & thin content regularly + created fresh content every day
- Added many, many quality new pages
- Took **EEAT** (Experience-expertise, authoritativeness, and trustworthiness) very seriously, as the business is categorized in the healthcare industry, which is sensitive for Google (**YMYL: your money, your life**)