

### BACKGROUND

An emergency medicine physician executive sought to launch a new, direct-to-consumer (DTC) practice that could reach patients directly and address root causes of chronic disease. The new practice needed an online presence, and a comprehensive strategy for reaching and attracting patients online.

### STRATEGY

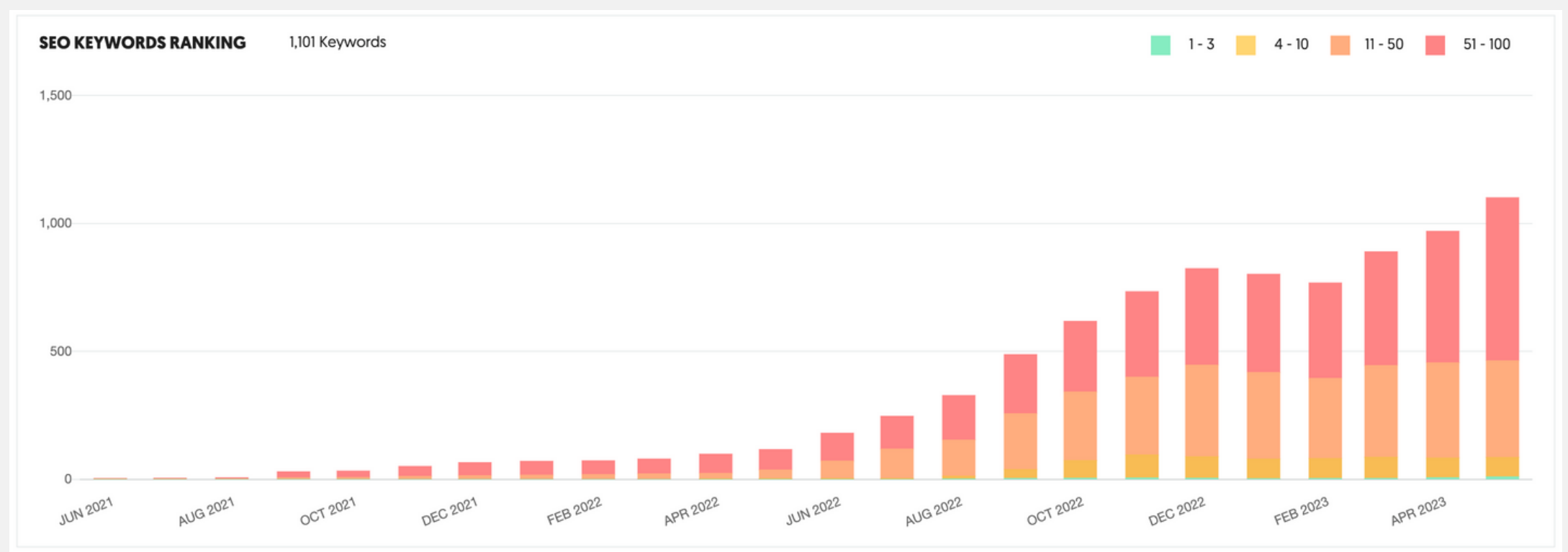
Because the practice intended to use a DTC model, strategy focused on growing organic search traffic and building keyword rankings in Google for high-value search terms that would be likely to lead to conversions. Within 18 months, the new practice was on Pg. 1 of Google for business-critical keywords that were converting to new patients.

### RESULTS

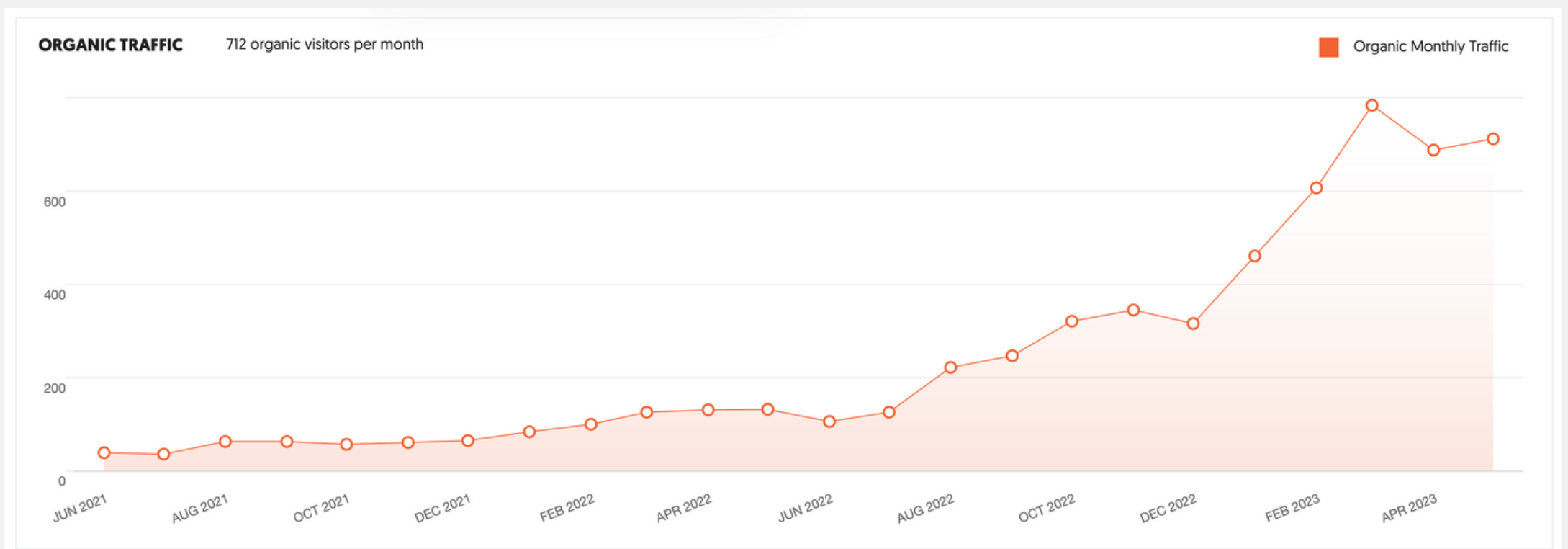


#### From 0 to 1,000+ Keyword Rankings in 24 months

\*Client is top 3 on Google for *integrative medicine near me, integrative doctor near me, and 25+ similar searches*

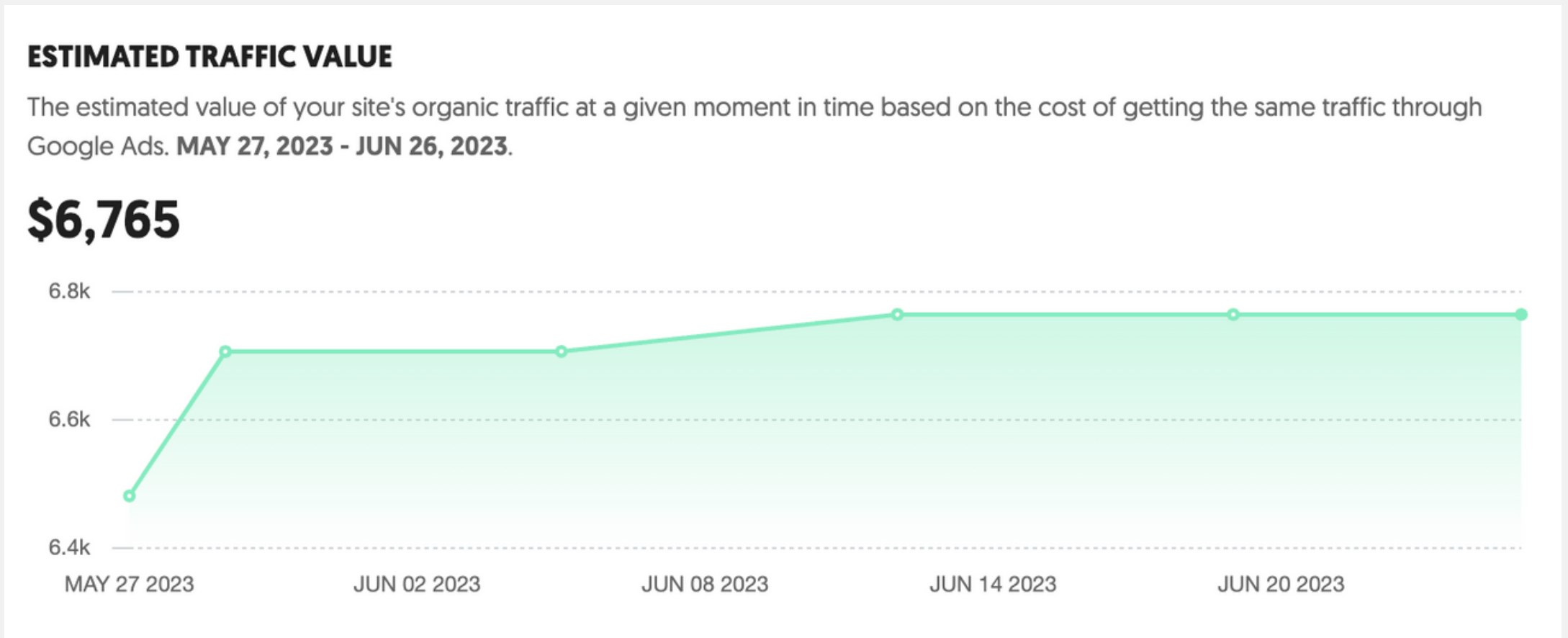


#### Organic Search Traffic Increasing 435% YoY



#### Monthly Traffic Value Estimated at \$6,765

\*Equivalent of buying same keywords through Google ads



\*All charts via client UberSuggest dashboard