

A PROVEN AND INDUSTRY-LEADING STRATEGY



THE CHALLENGE

The practice faced limited online visibility in a highly specialized and competitive healthcare space. Despite offering advanced care for complex neurological conditions like epilepsy, seizures, and brain-related disorders, their website was not effectively ranking for high-intent searches, and patients were not easily finding their services online.



OUR SOLUTION

We implemented a strategic SEO approach focused on condition-specific and local keywords, while enhancing core service pages for treatments like epilepsy, seizures, and neurological disorders. By improving on-site content, strengthening local SEO signals, and aligning messaging with patient-focused search intent, we increased visibility, drove qualified traffic, and helped connect more patients with specialized neurological care.

↖ **25.4%**
CLICKS

↖ **59.8%**
CONVERSION RATE

↖ **38%**
IMPRESSIONS

BEFORE

CLICKS	138K
IMPRESSIONS	11.41M
TRAFFIC	162K
AVERAGE PAGE POSITION	56
CONVERSION RATE	11.2%

AFTER

CLICKS	173K
IMPRESSIONS	15.84M
TRAFFIC	194K
AVERAGE PAGE POSITION	11.8
CONVERSION RATE	17.9%

