



**THE MARKETING
SQUAD**



Case Study
by The Marketing Squad

SEO: Increasing Visibility Organically

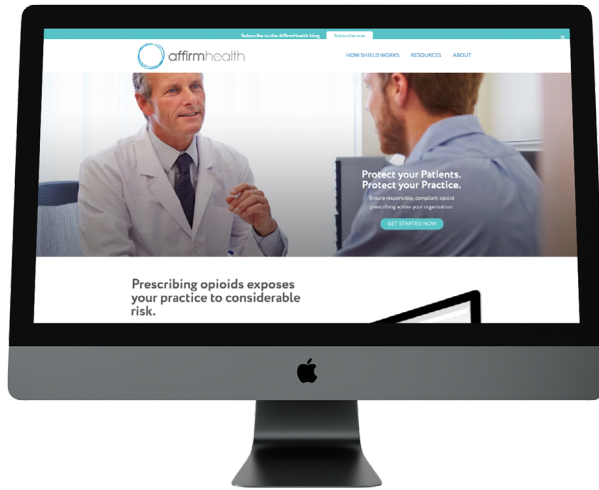


ABOUT AFFIRM HEALTH

Founded in 2016
Hospital & Health Care Industry
Nashville, TN

Protect Your Patients. Protect Your Practice.

Company Purpose: Prescribing opioids exposes your practice to considerable risk. The AffirmHealth Shield platform drives responsible, compliant opioid prescribing across healthcare organizations to improve patient safety and mitigate risk.



Setting the Scene

In June of 2018, we launched AffirmHealth's new website. The goal of their website redesign was to promote the AffirmHealth Shield platform, which alleviates the pain points of physicians and medical practices that prescribe opioids. Their website also needed to provide educational resources on federal and state prescription regulations and prescribing tools for individuals in the healthcare industry.

After launching their new website, we began an ongoing digital marketing program with them. We focused their marketing strategy on improving the SEO of their site to increase organic site traffic.

Their site pages provide great informative content on what they do and why they do it. It also has a blog that highlights industry specific topics and trends, which brings in the majority of their traffic. Our goal was to maximize the content on their site to improve their visibility on search engines.



What is SEO?

For starters...SEO stands for Search Engine Optimization. For many business leaders and sales teams, SEO can often seem like a mystified process that is overwhelming at times.

Put simply, SEO is what helps your website appear when people are searching online for questions or topics related to the product or service you provide. There are all kinds of tips and tricks businesses can take advantage of to show up on the first page of search engines.

However, it should not be a business' goal to "trick" search engines into thinking they are relevant for something when they aren't. Ultimately, this can hurt your website's traffic - plus misleading search engines leads to misleading customers and no one wants that. The goal of SEO should always be to make it very clear to search engines what service or product you provide. The most effective and safest way to do this is to be open, honest, and clear about what your business does.



Who needs SEO?

It is a common misconception that SEO is only for big businesses. In reality, it is vital to any size or type of business.

Running ad campaigns are great to accomplish short-term goals, but for long-term, sustainable growth SEO is the best investment. SEO will keep your website traffic growing at a consistent and exponential clip.

At first it may seem insignificant, but after 6 months to 12 months you will see the fruit of your labor if your SEO is managed properly. The best benefit of optimizing your website is the cost. SEO is designed to attract organic traffic, and organic traffic is free traffic!

How long does it take to see SEO results?

The results of an SEO strategy do not come to fruition overnight. Patience and diligence is key. SEO results grow over time but you can expect to see increased organic traffic anywhere from 6 to 12 months.

What does SEO involve?

You can't do proper optimization without first doing your keyword research. Finding keywords that are both relevant and have easy opportunity for growth is a huge advantage, but again, you want these words or phrases to be related to what you do.

- **Search volume of a keyword.**
 - ✧ How many times people are typing in this keyword into the search engine.
- **Cost Per Click (CPC) of a keyword.**
 - ✧ How expensive a keyword might be if we were to run an ad campaign around it.

- **Competition Score of a keyword.**

- ✧ How highly fought for a keyword is in google and how easy it is to organically get found for the keyword

- **Google Serp of a keyword.**

- ✧ What websites and competitors are ranking for desired keywords

Additionally, it is crucial to make sure your website health is in good condition. Anytime we begin a new ongoing marketing program, the first thing we do is we run the URL through a software program called SEMRush. This process tells us what pages are working and optimized appropriately. It also tells us where there are problems on the site, including broken links, pages without meta-descriptions, and other important factors for website health. Once we see the problems then we can create a plan to fix them.

The actual tactics of SEO are all part of an ongoing process to optimize the content on the site, from writing keyword-rich copy to adding relevant headings, meta descriptions, and alt tags. It's important to remember that SEO is constantly ongoing and it is always building upon itself.

SEO Success for AffirmHealth

Our SEO strategy for AffirmHealth took a two-part approach. Phase 1 included going back and optimizing the internal pages and blog content on their site from before we began our relationship with them. Simultaneously, we optimized new content as they produced it.

Giving credit where credit is due, the team at AffirmHealth provides informative and relevant content on a weekly basis. We have enjoyed partnering with them to pair their great content with our SEO skills to produce a site that generates high volumes of organic traffic.

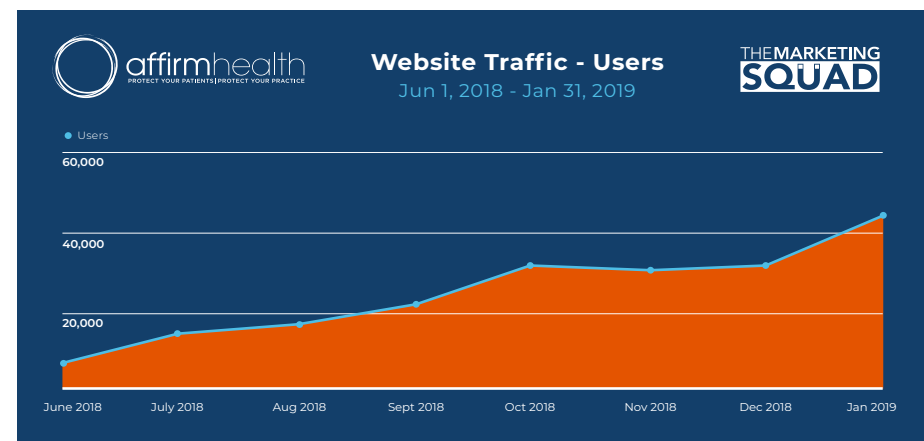
Summary of our SEO strategy:

- **Optimized Website**
- **Optimized Old Content/Blogs**
- **Fixed Broken Links throughout Site/Blogs**
- **Recommend content topics and themes**
- **Optimized New Content/Blogs**

Over the course of the first six months we were able to increase AffirmHealth's website traffic by 309%. That's a huge win!

July 2018 (first full month of program): 15,828 Total Sessions

January 2019: 49,011 Total Sessions



Traffic July 2018 through January 2019

AffirmHealth's traffic increased by 309%

Do you want increased traffic without spending money on digital ads?

The Marketing Squad is a team of digital marketing fanatics who work together to tell your story and grow your business. Increasing organic traffic is one of our specialties and we love helping our clients gain visibility at low cost.

If you're ready to begin increasing your site traffic through SEO, we're ready to help. Start a conversation today by visiting <https://themarketingsquad.com/start/> or calling (502) 618-4122.



CONTACT US!

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