

Case study · Outpatient medical group · 2019 to 2024

From 3,000 to **24,000** monthly page views.

How a respected outpatient and surgical group in the South Atlantic region caught up with its biggest competitors online, and kept growing.

8x

organic monthly page views

3,000 to 24,000

48x

ranking keywords

250 to 12,000

7x

domain authority

4 to 28

3x

pages on the site

more ways to be found

The client

An outpatient medical group providing services and surgeries across the South Atlantic region. Their goal: enter new markets and grow patient volume by expanding their presence on the web.

The challenge

Despite some of the field's most respected, highest-quality physicians, the group wasn't growing as fast as its top competitors. A digital footprint analysis found an outdated, poorly optimized website, little local web presence and almost no social media.

What we did

GET FOUND

Built and optimized a new website

A fast, search-ready site to replace the outdated one, with room to grow page by page.

GET CHOSEN

Built a strong social and local presence

Local listings, Google profiles and reviews, plus steady social media.

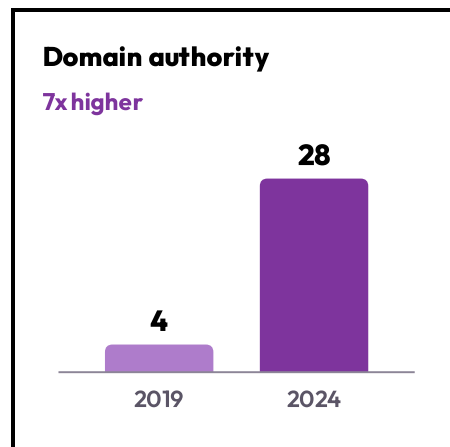
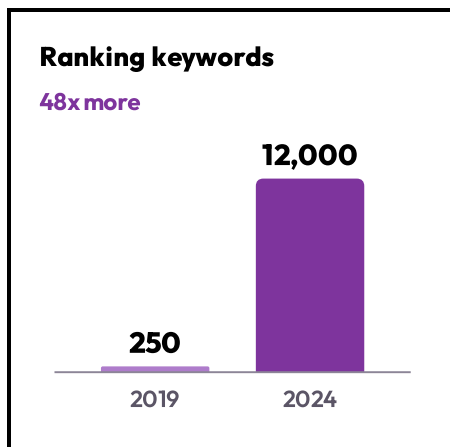
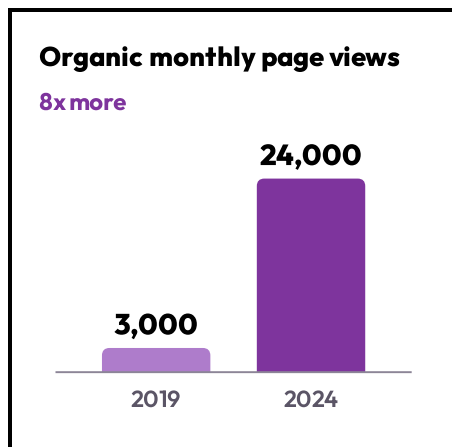
GROW UP

Created content that made them the local experts

Helpful content that answers patients' questions and earns links and trust.

The results, **2019 to 2024.**

2019 2024



1,000s

of 5-star reviews across
Google profiles

8,000+

actively engaged social
followers

1,000

social media posts

300

websites linking to the
client

“VitalUP has done an excellent job for our company. They have worked tirelessly to ensure the growth of our company and ensuring we are found on the web. They communicate objectives and goals weekly and monthly. Could not have found a better digital partner!”

Bill R.

“It has been an absolute pleasure to work with you and your company over the last many years. Your professionalism, integrity and diligence to your craft was evident throughout our relationship. We are deeply appreciative of how much your efforts improved our social media presence and our overall global branding.”

Scott G.

Your practice could be **next.**

Tell us where your practice is today and where you want it to be. We'll look at your site, search presence and ads, and map out the plan, free.

Book a free strategy call

CALL
(585) 831-7226

EMAIL
hello@vitalupmarketing.com

WEB
vitalupmarketing.com/medical-marketing