

Long-Term Strategy

Search-Engine Optimization

JLB Digital Consulting

EMR/EHR SaaS Healthcare Solutions Website

Ongoing Search-Engine Optimization (SEO) and User Experience (UX) improvements over two years with the client for long-term, sustainable organic-search growth.

Executive Summary

Having worked with my point of contact in the past, I was connected with this company to apply SEO, UX, and analytics best practices and improve the company's Organic Search traffic. **Working with the team, we established steady year-over-year Organic Search growth averaging more than 22% per month.**

The Client

The client is leading provider of healthcare SaaS solutions to small, medium, and large healthcare facilities and networks throughout the United States. The company's sophisticated, integrated software platform enables doctors to communicate with clients and patients, manage billing, and operate their business digitally to create a more effective and financially efficient business model.

Challenges

The existing website had become technologically decentralized – the result of many revisions, previous projects, and changes of hands as the team evolved over the past decade. The CMS was running various templates and now-unused assets, and development hours were limited to implement the many impactful technical changes that were needed.

Building the trust of the team, staying organized, and prioritizing tasks was vital to building a long-term plan for success.

Additionally, analytics tools were not measuring traffic effectively and would need to be heavily configured to report accurate year-over-year success.

My Solutions

I collaborated with the client's brand, design and development teams for the following outcomes:

- Performed a thorough technical SEO audit and ongoing review of the site to roll out improvements as the client's dev-team hours allowed.
- Set up UX tracking through Lucky Orange and Google Tag Manager and provided monthly insights on user behavior improvements in mobile, accessibility, opportunities to improve conversion rates, and overall content accessibility.
- Conducted keyword research and built SEO markup, JSON-LD schema, Open Graph markup, and Twitter

Card markup for all core content pages and new blog posts.

- Provided a focused review of the site's opportunities to improve its Core-Web Vitals (CWV) and provided a focused audit on improving these scores for both UX and SEO.
- Identified a significant issue on the site with linkspam; performed a backlinks review and submitted a disavow file.
- Worked with the team to improve GA tracking across multiple websites, configure Google Tag Manager (GTM) for effective goal tracking, and set up filters and alerts in Google Analytics.

Return on Investment and Future Plans

In two years of auditing and managing the SEO on the site, the website showed consistent and excellent improvement:

- As a benchmark, when comparing January 2022 vs January 2019, **Organic Search traffic increased by over 40%**.
- Compared to January 2021, January 2022's Organic Search traffic had increased by 23.72%. Monthly Organic Search Traffic maintained a **year-over year increase of more than 18% (up to 32.91%) for 12 continuous months**.
- **Organic search traffic far outpaced overall website traffic**, with yearly growth of 22.48%, while non-organic search traffic held steady with less than 1% annual growth.

Client Testimonial:

Jacques has been an invaluable asset to our Digital Marketing team. His knowledge of organic search and website optimization exceeds even the best digital marketer. He is thoughtful in his guidance and makes recommendations that he knows will drive success.