PHARMACY & CLINIC CASE STUDY

Transforming Local Healthcare Visibility Through Technical SEO & Performance Optimization

OLYMPIA PLAZA PHARMACY

+

Immunize Los Angeles

CHALLENGE

Facing intense local competition and outdated technical infrastructure, this healthcare provider needed a complete digital transformation to capture patient demand. Through a methodical, data-driven approach combining technical SEO auditing, Core Web Vitals optimization, and conversion funnel redesign, we achieved significant gains in organic visibility, user experience, and patient acquisition, *without* increasing ad spend for both subsidiaries.

RESULTS

- Organic clicks ↗ 35% (Google Search Console)
- Mobile performance score ↗ 42 → 88 (Lighthouse)
- Online consultation bookings ↗ 42%
- Bounce rate ↘ 42% on optimized pages

BUSINESS CHALLENGES

- Improve organic visibility for competitive local services.
- Technical debt affecting mobile performance.
- Disconnected analytics setup

CONCLUSION

Systematic technical SEO and performance optimization unlocked significant organic growth and patient conversions in a competitive local market, establishing a scalable framework for ongoing digital success.

OBJECTIVES

TECHNICAL SEO AUDIT & CLEANUP

Identified and resolved 32 on-page/technical issues via Screaming Frog.

CONTENT & SCHEMA ENHANCEMENT

Restructured service pages with semantic HTML and LocalBusiness/FAQ schema.

CONVERSION TRACKING & ANALYTICS

Migrated to GA4 with custom event tracking for patient journey mapping.

CONTACT

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