

# PHARMACY & CLINIC CASE STUDY

*Transforming Local Healthcare Visibility Through Technical SEO & Performance Optimization*



## 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Facing intense local competition and outdated technical infrastructure, this healthcare provider needed a complete digital transformation to capture patient demand.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 ↗ 33% (Google Search Console)
- Mobile performance score ↗ 42 → 88 (Lighthouse)
- Online consultation bookings ↗ 26%
- Bounce rate ↘ 38% 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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# MULTI-BRAND LOCALIZATION CASE STUDY

*Scaling Cross-Market Operations Through Unified Systems & Performance Optimization.*



## BUSINESS CHALLENGES

- Asymmetric Localization: Spanish content existed for staffed employees, but no English-facing content for hiring agencies in USA
- Inconsistent brand experience across 3 sister companies
- Fragmented content management systems and disconnected analytics setup.
- Improve organic visibility for competitive local services.
- Technical debt affecting mobile performance.

## RESULTS

- **CLIENT SUBMISSIONS**
  - Increased ↗ 35%
  - Across all 3 subsidiaries within 6 months
- **MOBILE PERFORMANCE SCORE**
  - Increased ↗ 70 → 80+
  - (Lighthouse) for Vet and Medical subsidiaries
- **BRAND CONSISTENCY**
  - Standardized experience across diverse market segments

## OBJECTIVES

### LOCALIZATION STRATEGY & EXECUTION

Led content flow integration for three sister brands (Aleph Hotel Staffing, Aleph Medical, Aleph Vets) across Mexican and USA markets.

### SYSTEM ARCHITECTURE & SCALING

Created unified design system and page templates to standardize brand experience.

### PROCESS OPTIMIZATION

Streamlined candidate intake funnels and application flows for US clients targeting Mexican talent.

## CONCLUSION

Systematic localization strategy and performance optimization enabled scalable growth across multiple brands, establishing a framework for efficient multi-market expansion while maintaining brand integrity and improving mobile experience.

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