

PHARMACY & CLINIC CASE STUDY

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



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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Facing intense local competition and outdated technical infrastructure, this healthcare provider needed a complete digital transformation to capture patient demand.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

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.

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.

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