

WebPulse Case Study

Healthcare Industry Results Within Six Months

Challenge

This healthcare company began seeing a rapid decline in website traffic and conversion. Their website was very outdated and they lost contact with the previous contact that was managing the site.

Solution

Within six months, our client experienced transformative results from the **WebPulse** program. Notably, the program led to a substantial increase in both the quality and quantity of web traffic, reflected across six key metrics:

- **Active User Engagement:** There was a **61% increase** in active users, indicating a broader reach and higher retention of target audience.
- **Content Interaction:** Page views saw a 52% rise, suggesting enhanced user interest and **deeper engagement** with the site's content.
- **Organic Visibility:** Organic search traffic surged by 84%, underscoring a significant **improvement in search engine rankings** and visibility, driving quality traffic to the site.
- **Service Page Engagement:** Views of the **top service page more than doubled**, with a 107% increase, pointing to heightened interest in the client's core offerings.
- **Conversion Efficacy:** Conversion page views **grew by 46%**, reflecting improved effectiveness in guiding users towards desired actions.
- **Content Reach:** Top blog post views increased by 39%, indicating successful content strategies that **attract and retain users'** attention.

The program's success is a testament to its ability to drive not only higher traffic but meaningful engagement that resonates with the target audience, leading to **tangible business outcomes**.

WebPulse has proven to be instrumental in not only attracting a larger audience but ensuring that the traffic is valuable and converts. This case study showcases the efficacy of targeted digital strategies in achieving superior marketing performance and business growth.

RESULTS

61%

Increase in
Active Users

52%

Increase in
Page Views

84%

Increase in
Organic Search

107%

Increase in Top Service
Page Views

46%

Increase in Conversion
Page Views

39%

Increase in Top Blog
Post Views

EXAMPLES OF TASKS COMPLETED

This is a **curated summary of strategic efforts** undertaken over a six-month period aimed at enhancing our client's website performance, user engagement, and search engine visibility. It is important to note that while this overview highlights key initiatives and outcomes, it does not encompass the entirety of tasks completed during this period. The focus here is on **significant actions** that have contributed to measurable improvements across various metrics, reflecting our holistic approach to digital optimization.

- **Homepage Optimization:**

- Added call-outs for four key services on the homepage to encourage deeper user exploration.
- Introduced icons for service blocks to improve visual navigation.

- **Performance Enhancements:**

- Implemented a caching plugin and asset cleanup tool to significantly improve page load speeds.
- Installed a lazy load video plugin for more efficient loading of pages with embedded YouTube content.

- **Content Optimization and Accessibility:**

- Prioritized high-traffic blog posts, updating their content and publication dates to reflect current relevance and boosting their visibility from the homepage.
- Enhanced blog engagement by adding a "View All Posts" button and ensuring high-traffic posts were updated and prominently displayed.

- **SEO and Visibility Enhancements:**

- Updated top performing blog posts to make them more relevant and aimed to increase their monthly viewership.
- Added SEO-friendly image alt tags to images across the site, with a commitment to continue this practice for all media library content.

- **Site Maintenance and Updates:**

- Conducted monthly site updates, including the removal of outdated themes and adjustments to site navigation elements to reduce bloat and enhance user experience.

Google Analytics Screenshots

Page title and screen class ▾		+	↓ Views	Users
◇ SHOW ALL ROWS			42,827	25,751
			vs. 28,115	vs. 15,977
			↑ 52.33%	↑ 61.18%
1				
	Aug 1, 2023 - Jan 31, 2024		7,912	4,604
	Feb 1 - Jul 31, 2023		5,545	3,319
	% change		42.69%	38.72%
2				
	Aug 1, 2023 - Jan 31, 2024		5,854	4,229
	Feb 1 - Jul 31, 2023		2,820	2,221
	% change		107.59%	90.41%
3				
	Aug 1, 2023 - Jan 31, 2024		2,813	2,274
	Feb 1 - Jul 31, 2023		2,207	1,555
	% change		27.46%	46.24%
4				
	Aug 1, 2023 - Jan 31, 2024		1,848	1,594
	Feb 1 - Jul 31, 2023		1,323	1,137
	% change		39.68%	40.19%
5				
	Aug 1, 2023 - Jan 31, 2024		1,730	1,332
	Feb 1 - Jul 31, 2023		1,470	966
	% change		17.69%	37.89%

Google Analytics Screenshots

	Feb 1 - Jul 31, 2023	1,470	966
	% change	17.69%	37.89%
7	[REDACTED]		
	Aug 1, 2023 - Jan 31, 2024	1,653	1,310
	Feb 1 - Jul 31, 2023	1,183	934
	% change	39.73%	40.26%
8	[REDACTED]		
	Aug 1, 2023 - Jan 31, 2024	1,590	1,122
	Feb 1 - Jul 31, 2023	1,083	787
	% change	46.81%	42.57%
9	[REDACTED]		
	Aug 1, 2023 - Jan 31, 2024	1,322	1,178
	Feb 1 - Jul 31, 2023	552	503
	% change	139.49%	134.19%
10	[REDACTED]		
	Aug 1, 2023 - Jan 31, 2024	1,120	863
	Feb 1 - Jul 31, 2023	832	618

Google Analytics Screenshots

First user prim...Channel Group) ▾		+	↓	New users
SHOW ALL ROWS				
1	Organic Search			25,719 vs. 15,773 ↑ 63.06%
	Aug 1, 2023 - Jan 31, 2024			21,631
	Feb 1 - Jul 31, 2023			11,751
	% change			84.08%