

## The Company

The Hand and Wrist Institute at D.I.S.C. is one of the region's leading medical practices dedicated solely to the diagnosis, treatment and care of hand, wrist and upper extremity injuries, deformities and disorders.



## The History

The Hand and Wrist Institute had used the services of an online marketing agency, but there were no positive results and there was no return on the online marketing cost.

## The Challenge

### Organic Search

The Hand and Wrist Institute was receiving less than 5 visitors per day from organic keywords. The website wasn't optimized and didn't rank in search engines. As a result, the website couldn't be found by potential customers.

### Paid Search

There was an Adwords program in place, but it wasn't setup properly and lacked strategic keyword bidding. The campaign wasn't organized, resulting in unnecessary cost and non-targeted click-throughs. Most importantly, the program didn't result in emails or calls.

### Conversion

The few visitors that were arriving to the website via Google Adwords weren't converting into a webform submission or call.

## The Solution

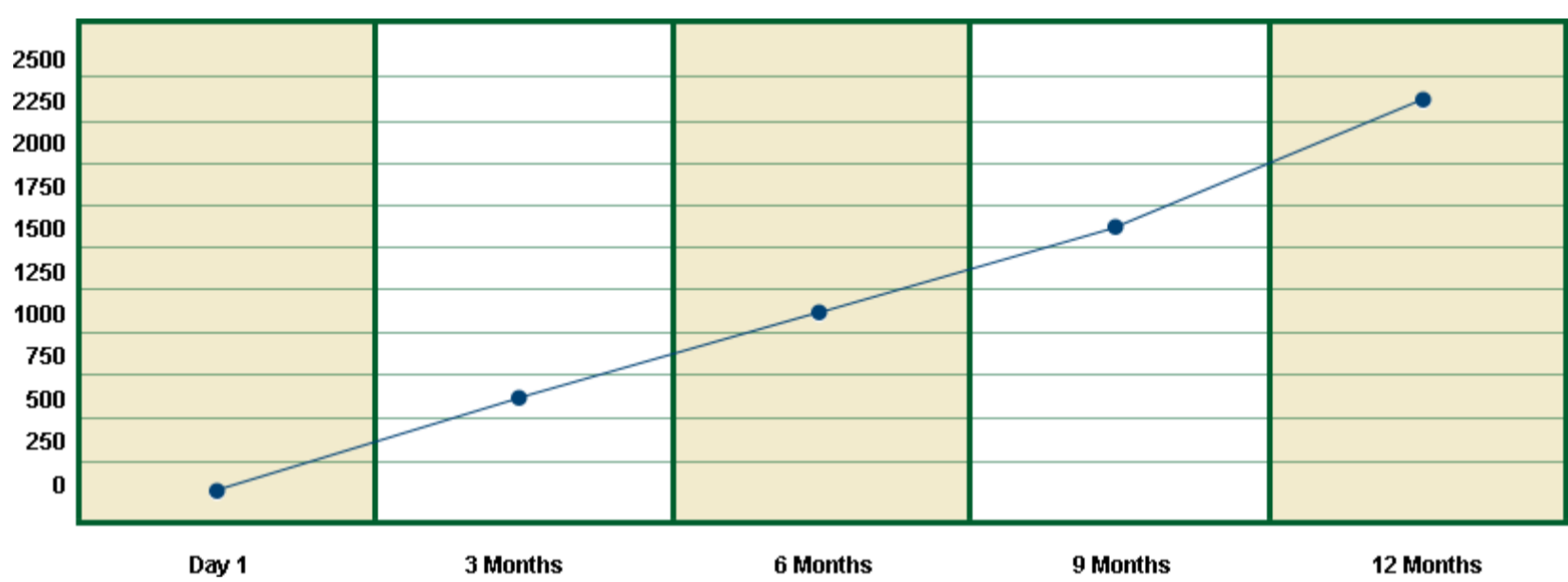
- Focus on organic and pay per click keywords that have the greatest chance of resulting in a sale
- Create targeted pages with valuable information, videos and images
- Optimize each of these pages for a set of 3 related keywords
- Organize Google Adwords campaign into targeted groups
- Target keywords that will result in emails and calls
- Send Google Adwords click-throughs to the most relevant landing page
- Redesign website to include the most important conversion and trust elements
- Create a Link building campaign for the most profitable and targeted keywords

## The Results

The Hand and Wrist Institute realized a positive monthly return on investment within 2 months and it continues to grow. Organic rankings, Organic traffic, SEO leads and PPC leads have increased by thousands of percent. Return on monthly spend is over 350%.

### MONTHLY VISITORS

FIRST 12 MONTHS WITH SEO SERVICES LOS ANGELES



### RESULTS CHART

	DAY 1	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
<b>Organic Rankings</b> Website listing in the organic search listings in search engines	0 keywords in top 10 rankings	25 + keywords in top 10 rankings	60 + keywords in top 10 rankings	100 + keywords in top 10 rankings	225 + keywords in top 10 rankings
<b>Organic Visits</b> Visit from an organic keyword search in search engines	5 per day, 150 per month	20 per day, 600 per month	30 per day, 900 per month	50 per day, 1500 per month	90 per day, 2400 per month
<b>SEO Leads</b> Call or Webform submitted from an organic search in search engines	5 per month	25 per month	40 per month	60 per month	85 per month
<b>PPC Leads</b> Call or Webform submitted from an organic search in search engines	20 per month	25 per month	35 per month	40 per month	55 per month

Note: Leads per day and month are averaged over the time period

## The Hand and Wrist Institute Testimonial

I have had poor experiences with online paid advertising prior to SEO Services LA. A lot of money spent with very little return on investment. I had a strong recommendation to use SEO Services LA from a colleague who had great results. SEO Services LA delivered ahead of schedule and with a much larger return on investment than I expected.

I have recommended SEO Services LA to many people in different businesses some of which have either started or are seriously considering retaining SEO Services LA. Literally my volume has exploded in the past few months and continues to grow now twice the volume of a year ago. An amazing feat considering an economy that is dwindling.

*Dr. Knight, Owner of the Hand and Wrist Institute*