



ONLINE MARKETING
For Doctors
Leads. Sales. Profit.
The Ultimate Sales Machine For Medical Clinics

Interventional Radiology
Society in Australasia (IRSA)
CASE STUDY
Client With OMD Since 2021

SITUATION



- › Insignificant results with previous marketing channels
- › Low online visibility for any main keywords
- › Underperforming website traffic
- › Low converting website
- › Few number of patient bookings generated via online channel

RESULTS

After an initial 12-month campaign;



1 new conversion
-driven website



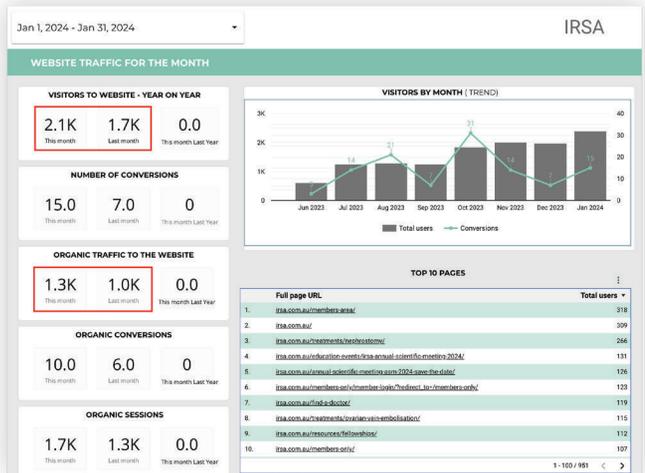
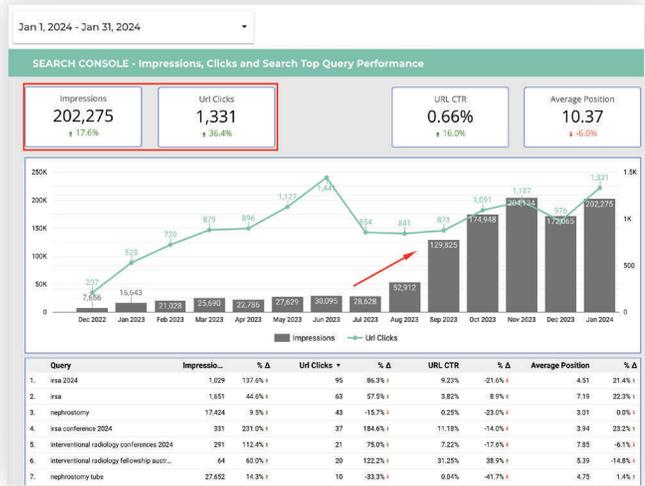
242% increase in total traffic
(2,100 visits vs 613 visits)



550% increase in organic traffic
(1,300 visits vs 200 visits)

Search results for 'irsa australia' showing the official website of the Interventional Radiology Society of Australasia (IRSA). The results include the organization's name, address (4288 Jones St, Ultimo NSW 2007, Australia), phone number (+61 2 9158 7633), and a map of the location. A red box highlights the map and contact information.

Search results for 'interventional radiology' showing the website of Sydney Interventional Radiology. The results include the website name, address (4288 Jones St, Ultimo NSW 2007), phone number (+61 2 9158 7633), and a map of the location. A red box highlights the map and contact information.



"We've partnered with Online Marketing For Doctors as our medical marketing agency to rejuvenate our website presence and bolster organic traffic across the entire site for over a year now since 2022.

Our primary aim with the medical SEO campaign for IRSA is to amplify website traffic, guiding patients towards discovering the advantages of utilising interventional radiology for treating common medical conditions they may have previously overlooked. Additionally, this serves as a platform to spotlight our interventional radiologists, who are esteemed members of our organisation, facilitating patient access to leading interventional radiologists in Australia and New Zealand.

Over the past 12 months, OMD completely revamped our website, prioritising enhanced user experience. The project's challenge lay in targeting distinct audience groups: existing members, patients, and referring doctors. OMD not only crafted an aesthetically pleasing website but also one that is exceptionally user-friendly, enabling us to effectively engage with diverse audiences. **Moreover, they achieved an outstanding 550% increase in website traffic through organic channels via the national SEO campaign.**

We've found working with the account manager, the whole team and the quality of their work to be exemplary. Their responsiveness, thoroughness, proactivity, and results-driven approach have been commendable. **We're extremely pleased with the outcome and highly recommend OMD to fellow medical and healthcare professionals seeking to enhance their digital presence and attract more patients online."**



Dr Christopher Rogan

Interventional Radiologist/Phlebologist
 Interventional Radiology Society of Australasia
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