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

Ripple Chiropractic
CASE STUDY
 Client With OMD Since 2022

SITUATION



- > Progressive chiropractic clinic located in multiple states in Australia
- > Insignificant results with previous marketing channels
- > Low online visibility for any main keywords
- > Underperforming website traffic
- > Low converting website
- > Few number of bookings generated via online channel, especially Google

RESULTS

After an initial 12-month campaign;



1 revamped website



109% increase in patient enquiries from organic traffic (134 vs 64 enquiries)



31% increase in organic traffic



141% increase in total patient bookings from search marketing campaigns (307 vs 127 enquiries)

Google search results for "chiropractor highett". The top two results are for "Ripple Chiropractic | Chiropractor in Hig..." and "Ripple Chiropractic | Chiropractor in Hig...". Red arrows point to these listings.

Website traffic dashboard for "Ripple Chiropractic" for the period Feb 1, 2024 - Feb 29, 2024. Key metrics include:

- Visitors (Sessions) to Website - Year on Year: 3.4K (This month), 3.1K (Last month), 6.4K (This month Last Year)
- Number of Conversions: 285.0 (This month), 251.0 (Last month), 117.0 (This month Last Year)
- Organic Traffic (Sessions) to the Website: 1.1K (This month), 948.0 (Last month), 890.0 (This month Last Year)
- Organic Conversions: 141.0 (This month), 110.0 (Last month), 67.0 (This month Last Year)
- Organic Sessions: 1.1K (This month), 948.0 (Last month), 890.0 (This month Last Year)

A bar chart shows "VISITORS BY MONTH (TREND)" from Oct 2022 to Feb 2024, with sessions (grey bars) and conversions (green line) both showing an upward trend.

Last 30 days Jan 31 - Feb 29, 2024			
Compare: Jan 31 - Feb 28, 2023			
0.71	35s	18,490	307.00
vs. 0.28	vs. 16.93	vs. 28,533	vs. 127.00
↑ 154.26%	↑ 107.74%	↓ -35.2%	↑ 141.73%
0.62	9s	3,677	4.00
0.05	1s	11,957	11.00
1,206.5%	607.92%	-69.25%	-63.64%
0.97	1m 02s	6,197	134.00
0.99	1m 13s	7,896	64.00
-2.61%	-15.63%	-21.52%	109.38%

Google search results for "chiropractor cranbourne". The top three results are for "Wellbeing Chiropractic Cranbourne", "Ripple Chiropractic", and "Back In Motion Cranbourne". Red arrows point to these listings.

"We have been partnering with Online Marketing For Doctors since 2022. After conducting thorough research, we received a recommendation from our Remarkable Practice coach to choose them as our next medical marketing agency for our clinic. They initiated a Google Ads campaign to swiftly generate traffic, and the results became notably significant after the first 6 months, especially when SEO traffic started gaining traction.

Over the past 12 months, we have been pleased with the outcomes. OMD successfully secured our ranking for highly competitive keywords in local areas that we wanted to target. **The conversion numbers witnessed an impressive surge of 141% across all traffic channels over the last 12 months.** In comparison to the initial state of my fairly young website with no previous promotion history on Google, OMD not only met but exceeded my expectations.

The OMD team, especially the Account Manager Michael, demonstrates exceptional thoroughness and proactivity in managing my account. I highly recommend Online Marketing For Doctors as the medical marketing agency for any clinics in need of digital marketing assistance."



Dr. Aleks Rayward
Lead Chiropractor/Owner
www.ripplechiropractic.com.au