



- > 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;



revamped website



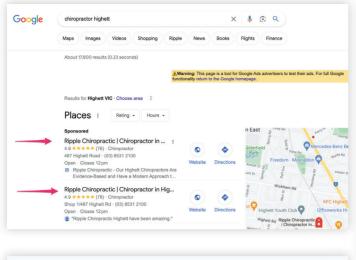
109% increase in patient enquiries from organic traffic (134 vs 64 enquiries)



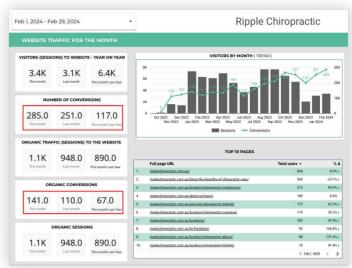
31% increase in organic traffic

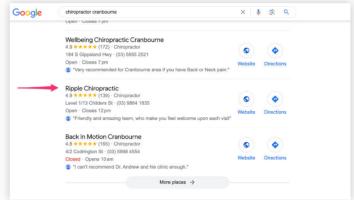


increase in total patient bookings from search marketing campaigns increase in total patient bookings (307 vs 127 enquiries)











"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."

