



Vision Clinic Sydney CASE STUDY Client With OMD Since 2017

SITUATION

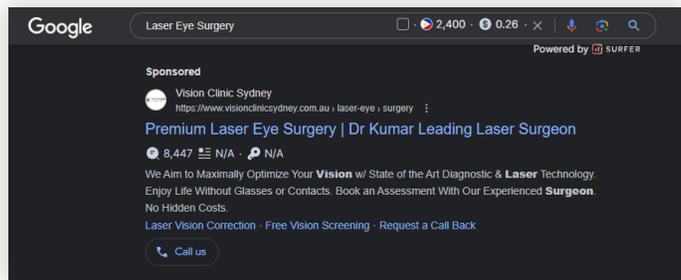
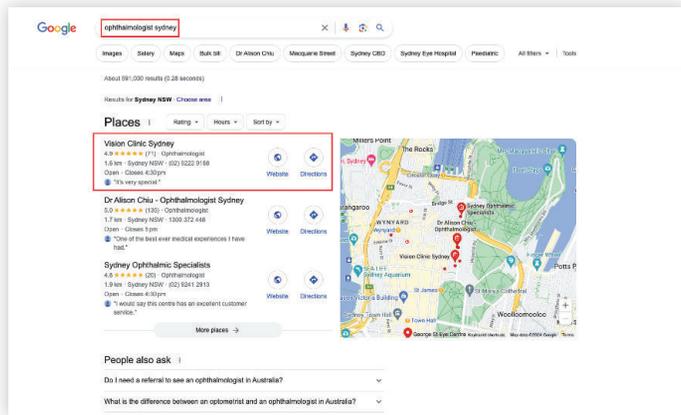


- › Premiere eye surgery clinic in Sydney, Australia
- › Insignificant results with previous USA agencies
- › Low online visibility for any main keywords
- › Underperforming website traffic
- › Low converting website
- › Few number of patient bookings

RESULTS

After an initial 24-month campaign;

- ✓ **A new conversion-driven website**
- ✓ **A 219% increase in total traffic** (1,614 visits vs 736 visits)
- ✓ **A 196% increase in organic traffic** (619 visits vs 315 visits)
- ✓ **A 554% increase in patient enquiries from organic traffic** (61 enquiries vs 11 enquiries)
- ✓ **A 255% increase in patient enquiries from paid advertising** (46 enquiries vs 18 enquiries)
- ✓ **A 482% increase in total patient enquiries** (169 enquiries vs 35 enquiries)
- ✓ **Conversion rate from total traffic increased from 4.05% to 10.29%**
- ✓ **Conversion rate from organic traffic increased from 3.05% to 9.85%**
- ✓ **Conversion rate from Google Ads traffic increased from 4.14% to 11.64%**



Analytics Vision Clinic Sydney - Main ...

User acquisition: First user primary channel group

	1,762	1,318
	vs. 1,202	vs. 949
	↑ 46.59%	↑ 38.88%
1 Organic Search		
May 1 - May 31, 2024	1,126	971
May 1 - May 31, 2023	514	478
% change	119.07%	103.14%
2 Cross-network		
May 1 - May 31, 2024	333	188
May 1 - May 31, 2023	0	0
% change	0%	0%
3 Direct		
May 1 - May 31, 2024	254	111
May 1 - May 31, 2023	126	88
% change	101.59%	26.14%

"We've been partnered with the Online Marketing For Doctors (OMD) team since 2017, and they have revamped our website twice during our collaboration. Initially, our website was outdated and not mobile-friendly. OMD reconstructed the entire website and initiated Google Ads campaigns to generate targeted traffic. This led to a noticeable increase in patient enquiries for our main procedures.

Despite my initial skepticism about the benefits of SEO, OMD emphasised the long-term return on investment in medical marketing. In 2022, OMD redesigned and rebuilt our website, giving it a completely custom design to enhance its premium appearance for our high-end procedures. They simultaneously continued the SEO campaign alongside the existing Google Ads campaign that had been running for years.

The results have been remarkable, **with a significant 482% growth rate in new patient enquiries. Total website traffic increased by over 219%, and the revamped website, coupled with improved landing pages for the Google Ads campaign, contributed to a notable increase in the conversion rate. The conversion rate rose from 4.05% to 10.29%, indicating higher-quality traffic and website visitors.**

The OMD team has consistently demonstrated responsiveness and thoroughness in their work. Regular meetings with our account manager provide insightful summaries of completed tasks, upcoming plans, and future strategies for the next quarter. Additionally, we conduct yearly reviews and planning sessions.

Having been with the OMD team for many years, we are pleased with our decision to choose them as our medical marketing agency, propelling us to the next level of success."



Dr Nikhil Kumar

Founding Medical Director and Principal Ophthalmic Surgeon at Vision Clinic Sydney
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