

HIGGINS SINUS

# Case Study



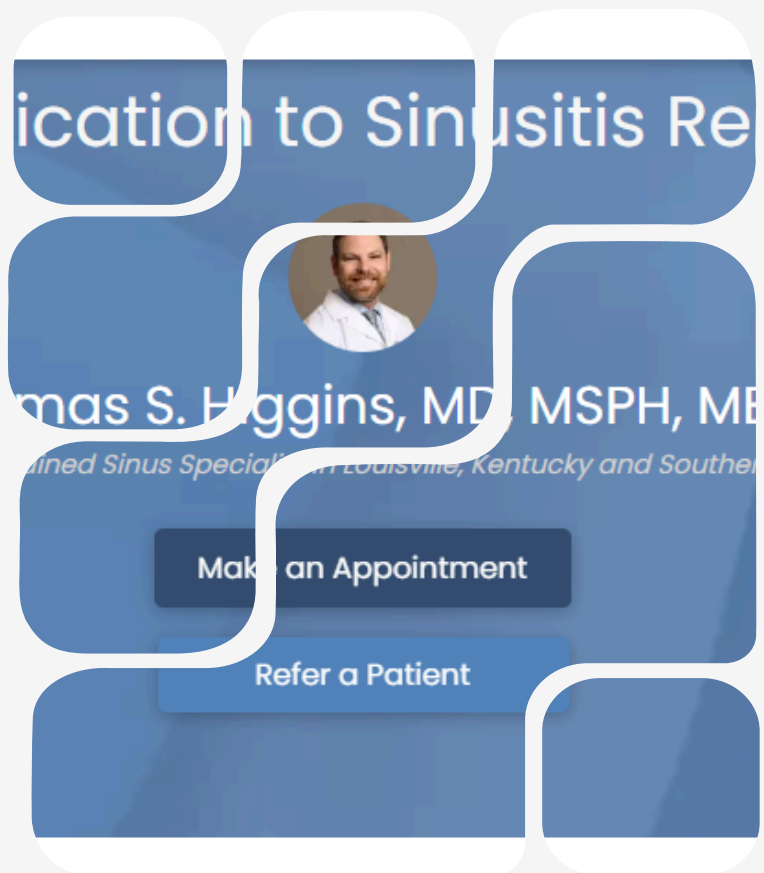
Client website

[www.higgins-sinus.com/](http://www.higgins-sinus.com/)

Campaign


Web Design | SEO | Rescue Mission

Type



**Contact Us**

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Park, NY 11729

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# HIGGINS SINUS

Breathe Easier with a Sinus Specialist in Louisville, Kentucky and Jeffersonville, Indiana



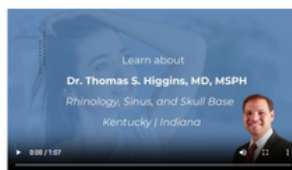
Dedication to Sinusitis Relief

Thomas S. Higgins, MD, MSPH, MBA  
*Fellowship-Trained Sinus Specialist in Louisville, Kentucky and Southern Indiana*

Make an Appointment

Refer a Patient

Breathe Easier with a Sinus Specialist in Louisville,  
Kentucky and Jeffersonville, Indiana



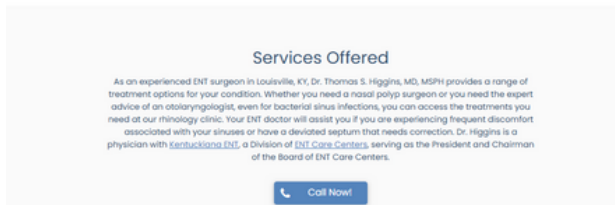
Learn about  
Dr. Thomas S. Higgins, MD, MSPH  
Rhinology, Sinus, and Skull Base  
Kentucky / Indiana

0:00 / 1:07

Meet Dr. Thomas Higgins  
**Johns Hopkins-trained Rhinologist in Louisville,  
Kentucky and southern Indiana**

If you have a sinus condition caused by allergies, nasal obstruction, acute bacterial sinusitis or frequent sinus infections you would benefit from seeing a sinus specialist. Dr. Thomas S. Higgins, MD is a fellowship-trained sinus surgeon/rhinologist who runs the premier sinus clinic in Louisville, Kentucky at [Kentuckiana ENT](#), a Division of [ENT Care Centers](#).

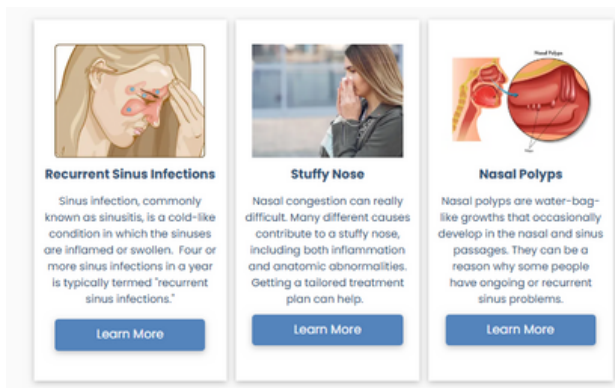
Make Appointment



Services Offered

As an experienced ENT surgeon in Louisville, KY, Dr. Thomas S. Higgins, MD, MSPH provides a range of treatment options for your condition. Whether you need a nasal polyp surgeon or you need the expert advice of an otolaryngologist, even for bacterial sinus infections, you can access the treatments you need at our rhinology clinic. Your ENT doctor will assist you if you are experiencing frequent discomfort associated with your sinuses or have a deviated septum that needs correction. Dr. Higgins is a physician with [Kentuckiana ENT](#), a Division of [ENT Care Centers](#), serving as the President and Chairman of the Board of ENT Care Centers.

Call Now



**Recurrent Sinus Infections**  
Sinus infection, commonly known as sinusitis, is a cold-like condition in which the sinuses are inflamed or swollen. Four or more sinus infections in a year is typically termed "recurrent sinus infections."

**Stuffy Nose**  
Nasal congestion can really difficult. Many different causes contribute to a stuffy nose, including both inflammation and anatomic abnormalities. Getting a tailored treatment plan can help.


**Nasal Polyps**  
Nasal polyps are water-bag-like growths that occasionally develop in the nasal and sinus passages. They can be a reason why some people have ongoing or recurrent sinus problems.

## The Project

Higgins Sinus is a national health services information center focused on delivering expert knowledge about sinus-related medical conditions. Their ambitious goal was to compete with some of the largest names in the health industry, such as Healthline and Mayo Clinic, and establish themselves as a top-ranking authority in the niche. Despite having valuable content, their organic reach was limited, struggling to gain visibility in search results. They were receiving only about 1,500 organic visitors per month, far from the traffic levels needed to compete with industry giants.

Within the first eight months of working together, we completely transformed their organic presence, surpassing even major competitors in many high-traffic keyword categories. The website's organic traffic skyrocketed from 1,500 to over 5,000 monthly visitors, and today, it generates hundreds of thousands of visits every year. This success was driven by an aggressive SEO strategy that included extensive on-page optimizations, an overhauled internal linking structure, and a highly targeted backlink-building campaign to enhance domain authority.

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# HIGGINS SINUS

Breathe Easier with a Sinus Specialist in Louisville, Kentucky and Jeffersonville, Indiana

**Top Surgeon in Endoscopic Sinus Surgery**


As the top surgeon in endoscopic sinus surgery\*, Dr. Thomas Higgins takes the time to perform a comprehensive assessment of your problems and develop an effective treatment plan that will get you breathing better. Our state-of-the-art sinus treatment center provides the best treatment regardless of scope and complexity, from medicines to revision sinus surgery.



[Make Appointment](#)

**See a Fellowship-Trained Sinus Surgeon**

Breathe easier with sinus surgery performed by a fellowship-trained sinus surgeon/rhinologist. To schedule an appointment with Dr. Thomas S. Higgins, MD, get in contact with our team by calling us at **(502) 894-8441** or completing the schedule on Appointment Form.



[Make Appointment](#)

**Patient Testimonials**



“ Dr. Higgins was a great person to meet, very clear and concise in his exam and explanation of my particular situation. Straight forward in my treatment plan and giving me options to try and do better for myself. Really looking forward to the outcome of my future visits! ”

D.F.



“ Dr. Thomas Higgins is truly the best doctor I know. Not only does he listen he truly cares about his patients. I believe he is in the top of his field and is always researching new treatments and causes. ”

C.O.




“ I considered going to Vanderbilt for a Rhinologist when I moved to Louisville, but I'm really glad I tried Dr Higgins first. He's a great doctor who tells it how it is and I'm really glad I'm not driving 6 hours when I need to see him. ”

J.A.

**Schedule an Appointment with a Fellow-Trained Sinus Surgeon Today**

Dr. Thomas Higgins | Dedication to Sinusitis Relief



[Make Appointment](#)

**HIGGINS SINUS**

**Contact Number**  
(502) 894-8441

**Our Convenient Locations**

**Louisville Old Brownsboro Crossing**  
9650 Von Allmen Court, STE 104, Louisville, KY 40241

**Louisville St. Matthews Springs Medical Complex**  
6420 Outmans Parkway STE 380 Louisville, KY 40205

**Jeffersonville, Indiana**  
W Gordon Outmann Blvd, Jeffersonville, IN 47130 USA

**Dr. Thomas S. Higgins**

- Rhinology, Sinus & Skull Base, Kentuckiana Ear, Nose & Throat
- Locations in Louisville, Kentucky and Southern Indiana
- Clinical Associate Professor, Department of Otolaryngology—head and neck Surgery and Communicative Disorders University of Louisville School of Medicine

**ententcare**

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## The Solution

To achieve these results, we focused on three core areas: on-page SEO, site structure optimization, and authoritative link-building. We conducted a deep analysis of Higgins Sinus' existing content and made critical refinements, improving keyword targeting, metadata, and structured data implementation. By strategically interlinking pages, we enhanced content discoverability and ensured a smoother user experience that signaled strong relevance to search engines.

At the same time, we executed a robust link-building strategy to elevate the site's authority in the medical space. This included securing high-quality backlinks from trusted health-related websites, government resources, and industry publications. By earning placements on reputable platforms, the website rapidly gained credibility, helping it rank higher for competitive search terms. The combination of these efforts positioned Higgins Sinus as an industry leader in sinus health information.

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# HIGGINS SINUS

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## Frequently Asked Questions

Got a question? We're here to help.

What are your business hours?



What is a rhinologist?



How can I make an appointment?



What conditions do rhinologists treat?

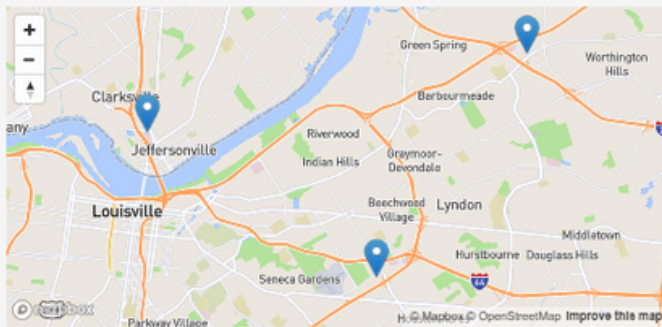


## The Results

The impact of these efforts has been remarkable. Organic traffic has soared, with **over 5,600 visitors per month**, a dramatic increase from the initial 1,500. More importantly, the site is now delivering **hundreds of thousands of visits every year**, with engaged users spending more time interacting with content. This has led to improved search rankings for thousands of sinus-related keywords, including highly competitive terms previously dominated by large medical websites.

Additionally, the website's domain authority has strengthened significantly due to the influx of high-quality backlinks. The site now has **5,700 ranking keywords**, with over **200 in the top three positions**, making it one of the leading resources in the sinus health niche. The combination of strategic SEO, content refinement, and link acquisition has positioned Higgins Sinus as a dominant force in the industry, consistently outranking established medical giants.

## Our Convenient Locations



Find nearest location

### Kentuckiana ENT Springs Medical Center

6420 Dutchmans Pkwy, Louisville, KY, United States

### Jeffersonville, IN Office

W Gordon Gutmann Blvd, Jeffersonville, IN 47130 USA

### Old Brownsboro Crossing Office

9850 Von Allmen Ct, Louisville, KY, 40241, United States

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# Performance Analysis

Here are the **10 key** stats for the **Higgins Sinus** case study:

## Massive Traffic Growth:



The website now receives **175,900 sessions**, with **160,600 engaged sessions**, showing a significant increase in user interaction.

## Conversion Growth:



The site now generates 705 conversions, demonstrating strong lead generation from SEO efforts.

## Keyword Rankings Surge:



The site now ranks for **5,700 organic keywords**, with **200+ in the top 3 positions**, leading to a major boost in visibility.

## Google Authority Boost:



The **URL Rating (UR) improved to 24**, strengthening the domain's ability to rank competitively.

## Stronger Search Authority:



Despite industry fluctuations, the domain's presence remains stable, securing **high-volume medical search queries** and increasing patient inquiries.

## Strong User Engagement:



**148,200 users** visited the site, with an **engagement rate of 91.28%**, ensuring visitors are actively exploring the content.

## High-Value Traffic:



Organic search now drives **5,600 monthly visitors**, improving reach in a highly competitive medical niche.

## Search Visibility Improvements:



Important search terms like **“nasacort vs flonase”** jumped 6 positions, while **“sphenoid sinusitis”** climbed **5 positions**, bringing in high-intent traffic.

## Backlink Expansion:



The website gained **263 new backlinks** and **137 new referring domains**, increasing authority and search trustworthiness.

## Content Optimization Success:



Articles targeting long-tail search queries like **“why is my nose leaking yellow fluid”** and **“best steroid nasal spray for sinusitis”** now hold top positions, driving thousands of clicks.

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# Keywords

1,087 keywords | 26 Feb 2025 | Compare with: 19 Feb 2025 | Filters | Columns | API | Export

Keyword	Intents	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
+ nasacort vs flonase	I C Branded	3	5.1K	5	0.55	74	+59	0	18 → 12	▲6	https://www.higgins-sinus.com/the-snot-news/flonase-or-nasacort-which-is-better	9 h ago
+ water dripping from nose when bending over	I	4	900	13	N/A	69	+25	0	8 → 5	▲3	https://www.higgins-sinus.com/the-snot-news/how-do-you-know-if-you-have-cerebrospinal-fluid-rhinorrhea	1 d ago
+ best steroid nasal spray for sinusitis	I C	2	1.2K	6	1.16	58	+12	0	8 → 7	▲1	https://www.higgins-sinus.com/the-snot-news/flonase-or-nasacort-which-is-better	4 d ago
+ clear yellow liquid from nose	I	3	100	45	N/A	37		0	2 → 1	▲1	https://www.higgins-sinus.com/the-snot-news/how-do-you-know-if-you-have-cerebrospinal-fluid-rhinorrhea	2 d ago
+ nose leaking yellow fluid	I	3	100	32	N/A	37		0	2 → 1	▲1	https://www.higgins-sinus.com/the-snot-news/how-do-you-know-if-you-have-cerebrospinal-fluid-rhinorrhea	6 d ago
+ bright yellow liquid from nose	I	3	90	28	N/A	34		0	2 → 1	▲1	https://www.higgins-sinus.com/the-snot-news/how-do-you-know-if-you-have-cerebrospinal-fluid-rhinorrhea	3 d ago
+ flonase vs nasacort	I C Branded	4	2.8K	8	0.55	24	+18	0	23 → 16	▲7	https://www.higgins-sinus.com/the-snot-news/flonase-or-nasacort-which-is-better	1 d ago
+ sphenoid sinus disease	I	5	800	1	0.81	24	+16	0	13 → 8	▲5	https://www.higgins-sinus.com/the-snot-news/how-is-sphenoid-sinusitis-treated	2 d ago
+ sphenoid sinusitis treatment	I	5	250	1	1.54	16	+3	0	8 → 6	▲2	https://www.higgins-sinus.com/the-snot-news/how-is-sphenoid-sinusitis-treated	5 d ago

5,466 keywords | 26 Feb 2025 | Compare with: 19 Feb 2025 | Filters | Columns | API | Export

Keyword	Intents	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
+ yellow liquid from nose	I	5	1.3K	34	N/A	175	-366	0	1 → 3	▼2	https://www.higgins-sinus.com/the-snot-news/how-do-you-know-if-you-have-cerebrospinal-fluid-rhinorrhea	1 d ago
+ yellow fluid leaking from nose	I	4	600	3	0.06	149		0	1		https://www.higgins-sinus.com/the-snot-news/how-do-you-know-if-you-have-cerebrospinal-fluid-rhinorrhea	1 d ago
+ sudden yellow liquid from nose	I	5	250	34	N/A	96		0	2		https://www.higgins-sinus.com/the-snot-news/how-do-you-know-if-you-have-cerebrospinal-fluid-rhinorrhea	9 d ago
+ nasacort vs flonase	I C Branded	3	5.1K	5	0.55	74	+59	0	18 → 12	▲6	https://www.higgins-sinus.com/the-snot-news/flonase-or-nasacort-which-is-better	9 h ago
+ sphenoid sinusitis	I	4	1.8K	2	1.12	70		0	7		https://www.higgins-sinus.com/the-snot-news/how-is-sphenoid-sinusitis-treated	2 d ago
+ water dripping from nose when bending over	I	4	900	13	N/A	69	+25	0	8 → 5	▲3	https://www.higgins-sinus.com/the-snot-news/how-do-you-know-if-you-have-cerebrospinal-fluid-rhinorrhea	1 d ago
+ yellow liquid coming out of nose	I	4	200	28	N/A	67		0	1		https://www.higgins-sinus.com/the-snot-news/how-do-you-know-if-you-have-cerebrospinal-fluid-rhinorrhea	13 d ago
+ why is my nose leaking yellow fluid	I	5	200	35	N/A	67		0	1		https://www.higgins-sinus.com/the-snot-news/how-do-you-know-if-you-have-cerebrospinal-fluid-rhinorrhea	10 Feb 2025
+ yellow watery liquid from one nostril	I	3	150	49	N/A	62		0	2		https://www.higgins-sinus.com/the-snot-news/how-do-you-know-if-you-have-cerebrospinal-fluid-rhinorrhea	9 Feb 2025
+ best steroid nasal spray for sinusitis	I C	2	1.2K	6	1.16	58	+12	0	8 → 7	▲1	https://www.higgins-sinus.com/the-snot-news/flonase-or-nasacort-which-is-better	4 d ago

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# Overview

Overview: [www.higgins-sinus.com/](http://www.higgins-sinus.com/) Dr. Thomas S. Higgins, MD, MSPH | Sinus Specialist Louisville KY | Rhinologist & Otolaryngologist - Sinus Doctor

Monthly volume | All locations | Best links | Changes: Last year

Backlink profile		Organic search	
DR <sup>i</sup>	UR <sup>i</sup>	Keywords <sup>i</sup>	Traffic <sup>i</sup>
14 -3	24 +3	5.7K +270	5.6K +167
AR 17,247,843 ▼4,016,458	Backlinks <sup>i</sup>	Top 3 205 +115	Value \$704 -1.1K
	449 +263		
	All time 6.9K		
	Ref. domains <sup>i</sup>		
	207 +137		
	All time 1.2K		

General | Backlink profile | Organic search | Paid search

Higgins Sinus > Overview Guest link | Feedback | Notes (38)


Overview EXPORT | Settings


Date range: Feb-26 2024 - Feb-26 2025 Connect Matomo Analytics | Google Analytics 4 | Connect Google Search Console

Audience <sup>i</sup> Google Analytics

<b>SESSIONS <sup>i</sup></b> 175.9K	<b>ENGAGED SESSIONS <sup>i</sup></b> 160.6K	
<b>NEW USERS <sup>i</sup></b> 98.98%	<b>USERS <sup>i</sup></b> 148.2K	<b>VIEWS <sup>i</sup></b> 355.4K
<b>AVG. ENGAGEMENT TIME <sup>i</sup></b> 54s	<b>ENGAGEMENT RATE <sup>i</sup></b> 91.28%	<b>CONVERSIONS <sup>i</sup></b> 705

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ASSESSMENT, GIVE  
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