

ENT CARE CENTERS

Case Study



Client website

<https://www.entcarecenters.com/>

Campaign

Medical SEO | Content Strategy | Digital Visibility

Type

Healthcare Digital Marketing



Contact Us

375 Commack Rd., Deer
Park, NY 11729



(855)969-5541



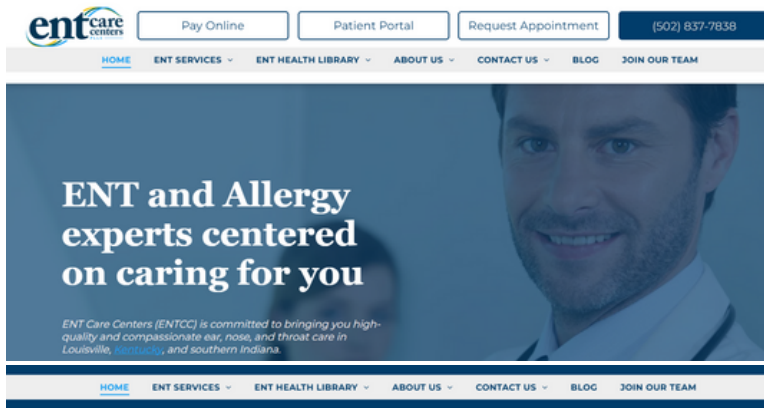
contact@designmemarketing.com



www.designmemarketing.com

ENT Care Centers

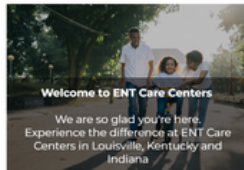
Where specialized healthcare meets strategic digital marketing excellence.



ENT Doctors Who Care

Discover Ear, Nose & Throat Care at Its Finest.

ENT Care Centers is the collaborative effort of prominent otolaryngologic practices in Louisville, KY, and Jeffersonville, IN—Kentuckiana ENT and ENT Associates. Our mission is to provide patients in and around Louisville, Kentucky, and southern Indiana with high-quality ENT medical and surgical services. Our experts offer specialized care in general



Our ENT Services



Ear Care and Treatment

Are you experiencing frequent bouts of ear



Nose Care and Treatment

Whether you're suffering from nasal



Throat Care and Treatment

Has your voice changed? Are you hoarse or

Caring and Compassionate Physicians

At ENT Care Centers, we put our patients and their needs first. We aim to provide patients across Louisville, Kentucky, and southern Indiana with competent, caring, and easily accessible ENT treatment. We strive to always provide effective advice, solutions, and opinions, all while keeping in mind your personal and professional circumstances

Contact Us Today



Overview

ENT Care Centers achieved exceptional results from their comprehensive SEO and digital marketing campaign, generating 16,709 sessions and 14,444 total users with an outstanding 87.55% engagement rate.

- **35,758 Page Views**
- **2.14 Pages/Session**
- **12.45% Bounce Rate**

Website engagement was remarkable, with low bounce rates and strong session duration, indicating highly targeted and relevant traffic.

The campaign delivered strong organic search performance, with blog content achieving exceptional visibility across ENT-related keywords, particularly excelling in acid reflux, tonsil stone, and ear health content.

Organic search drove the majority of qualified traffic, with strategic content optimization and technical SEO improvements translating into significant patient acquisition opportunities.

Contact Us



(855)969-5541



375 Commack Rd., Deer Park, NY 11729



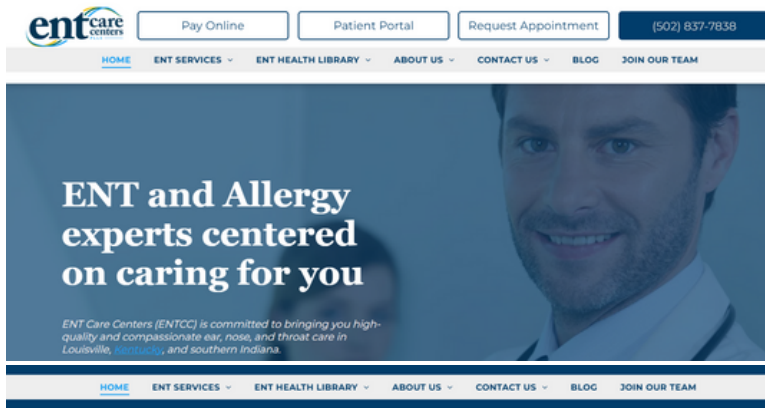
contact@designmemarketing.com



www.designmemarketing.com

ENT Care Centers

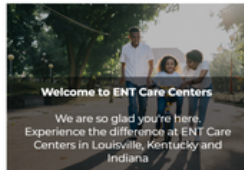
Where specialized healthcare meets strategic digital marketing excellence.



ENT Doctors Who Care

Discover Ear, Nose & Throat Care at Its Finest.

ENT Care Centers is the collaborative effort of prominent otolaryngologic practices in Louisville, KY, and Jeffersonville, IN—Kentuckiana ENT and ENT Associates. Our mission is to provide patients in and around Louisville, Kentucky, and southern Indiana with high-quality ENT medical and surgical services. Our experts offer specialized care in general



Our ENT Services



Ear Care and Treatment

Are you experiencing frequent bouts of ear



Nose Care and Treatment

Whether you're suffering from nasal



Throat Care and Treatment

Has your voice changed? Are you hoarse or

The Challenge

ENT Care Centers, a specialized healthcare practice, faced significant digital visibility challenges that hindered their ability to reach patients seeking ear, nose, and throat care:

- **Limited search visibility** for ENT-related medical terms and conditions
- **Low organic traffic** and poor reach to patients actively searching for ENT specialists
- **Insufficient patient education** content addressing common ENT concerns
- **Lack of content strategy** to demonstrate medical expertise and build patient trust
- **Poor local SEO** presence for location-based ENT services
- **Limited conversion optimization** for turning website visitors into patient consultations

Despite their strong reputation in ENT healthcare, their online presence wasn't effectively capturing and converting patients searching for specialized ear, nose, and throat treatments.

16,709

Total Sessions

87.55%

Engagement Rate

35,758

Page Views

14,444

Total Users

Contact Us



(855)969-5541



375 Commack Rd., Deer Park, NY 11729



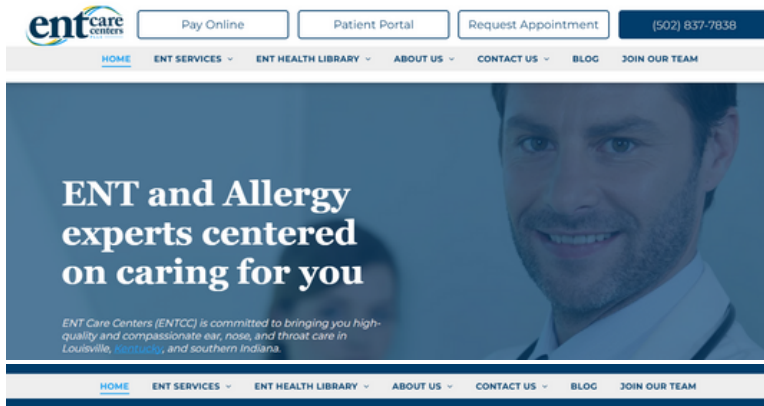
contact@designmemarketing.com



www.designmemarketing.com

ENT Care Centers

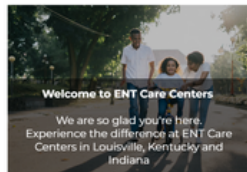
Where specialized healthcare meets strategic digital marketing excellence.



ENT Doctors Who Care

Discover Ear, Nose & Throat Care at Its Finest.

ENT Care Centers is the collaborative effort of prominent otolaryngologic practices in Louisville, KY, and Jeffersonville, IN—Kentuckiana ENT and ENT Associates. Our mission is to provide patients in and around Louisville, Kentucky, and southern Indiana with high-quality ENT medical and surgical services. Our experts offer specialized care in general



Our ENT Services



Ear Care and Treatment

Are you experiencing frequent bouts of ear



Nose Care and Treatment

Whether you're suffering from nasal



Throat Care and Treatment

Has your voice changed? Are you hoarse or

Caring and Compassionate Physicians

At ENT Care Centers, we put our patients and their needs first. We aim to provide patients across Louisville, Kentucky, and southern Indiana with competent, caring, and easily accessible ENT treatment. We strive to always provide effective advice, solutions, and opinions, all while keeping in mind your personal and professional circumstances

Contact Us Today



Strategy & Implementation

We implemented a comprehensive medical SEO strategy to help ENT Care Centers dominate healthcare searches and convert traffic into qualified patient leads.

Medical Content Strategy:

Created authoritative educational content targeting high-intent ENT-related searches like "acid reflux and ENT problems," "tonsil stones removal," and "ear nose throat symptoms." Developed comprehensive patient education resources.

Technical SEO:

Improved site architecture, page load speeds, mobile optimization, and comprehensive analytics implementation. Enhanced user experience for patients seeking ENT information.

Healthcare Authority Building:

Enhanced domain authority through strategic backlinking and medical thought leadership content positioning. Built trust signals essential for healthcare marketing.

Patient Journey Optimization:

Optimized landing pages, contact forms, and user journey flows to maximize patient consultation booking rates and appointment requests.

Local Medical SEO:

Enhanced local search presence for patients seeking ENT specialists in their area, including Google My Business optimization and local citation building.

Performance Tracking:

Implemented comprehensive analytics to track patient behavior, conversion events, and ROI measurement specific to healthcare marketing metrics.

Contact Us



(855)969-5541



375 Commack Rd., Deer Park, NY 11729



contact@designmemarketing.com



www.designmemarketing.com

Performance Analysis



Website Traffic Growth

16,709

Total sessions with 14,444 unique users and 87.55% engagement rate, achieving exceptional patient engagement metrics for healthcare marketing.



Content Success

35,758

Total page views with strong homepage and blog engagement. Top content includes acid reflux ENT connection (7,341 views) and tonsil stone education (6,295 views).



SEO Excellence

10

Google rankings tracked with positive movement across ENT-related keywords. Strong performance for "baptist ent" and "ent doctors louisville ky" searches.



Content Performance

2,397

High-quality leads through optimized contact forms and strategic call-to-actions generating qualified patient inquiries.



Lead Generation Success

135

Key events tracked with successful form completions and phone calls from patients seeking specialized ENT care.



Technical Excellence

96/100

SEO Score and Performance Score with excellent technical foundation and optimized user experience metrics.

Contact Us



(855)969-5541



375 Commack Rd., Deer Park, NY 11729



contact@designmemarketing.com



www.designmemarketing.com

Performance Analysis

106 **17** **4.2K** **44.3%**
Keywords Rankings Volume Difficulty

Keyword	Avg	Keyword	Avg
baptist ent	High	antique collection buyers louisville	Low
furniture buyers louisville ky	Low	antique experts	Med
ear nose and throat doctor louisville ky	Med	antique collectors louisville	Med
ent allergy louisville ky	Med	vintage furniture buying	Low
ent doctors louisville ky	Med	electronics unwanted	Low
electronics recycling louisville ky	High	vintage antique book	Low

1350% INCREASE!

In keyword rankings and organic visibility

Contact Us



(855)969-5541



375 Commack Rd., Deer Park, NY 11729



contact@designmemarketing.com



www.designmemarketing.com

Website Hits

5,596

Total Sessions

3,504

Unique Users

9,301

Page Views

46%

Engagement Rate

57.57%

ORGANIC SEARCH ENGAGEMENT RATE



Organic Search

Sessions - 5,196

Users: 2,749

Engagement Rate: 40.7%



Direct Traffic

Sessions - 1,113

Users: 1,013

Engagement Rate: 47.7%



Top Performing Content

Homepage- 1,747 views

Antique Policy Privacy Section- 1,747 views

Antique Estate Page- 1,024 views

Business Resilience- 879 views

Alberta Business Topics- 783 views

Additional Content- 632 views

87

SEO Score

59

Performance

51,159

Total Impressions

+89

New Rankings

Contact Us



(855)969-5541



375 Commack Rd., Deer Park, NY 11729



contact@designmemarketing.com



www.designmemarketing.com

ENT Care Centers

Where specialized healthcare meets strategic digital marketing excellence.

Key Insights & Analysis

Strategic Approach

Our comprehensive SEO strategy for ENT Care Centers focused on establishing medical authority in the specialized healthcare space while capturing high-intent searches from patients seeking ear, nose, and throat care. The approach prioritized patient education content and trust-building elements essential for healthcare marketing success.

Content Strategy

Educational Content Development: Created authoritative medical content targeting ENT-specific conditions and treatments, including highly successful pieces on acid reflux and ENT connections (7,341 views), tonsil stone causes and removal (6,295 and 3,943 views respectively), and nasal health topics. This content strategy directly addressed patient concerns and positioned ENT Care Centers as a trusted medical resource.

Patient-Focused Approach: Developed comprehensive educational resources that not only improved search rankings but also served as valuable patient education tools, enhancing trust and credibility in the healthcare space.

Strategic Internal Linking: Implemented strategic internal linking between related ENT conditions and treatments, improving site architecture and helping patients navigate between related health topics.

Technical Implementation

Healthcare-Specific Optimization: Enhanced site architecture with medical best practices, including schema markup for healthcare providers, optimized page load speeds critical for patient experience, and comprehensive mobile optimization for patients searching on-the-go.



Contact Us



(855)969-5541



375 Commack Rd., Deer Park, NY 11729



contact@designmemarketing.com



www.designmemarketing.com



IF YOU WOULD LIKE
TO BOOK A FREE SEO
ASSESSMENT, GIVE
US A CALL OR BOOK A
MEETING BELOW.

Contact Us

375 Commack Rd., Deer
Park, NY 11729



(855)969-5541



contact@designmemarketing.com



www.designmemarketing.com