

HEALTHIER & HAPPIER

Fast-growing healthcare provider increases patients and provider referrals

Project Goals:

With entries into new geographic markets, healthcare provider seeks to boost overall online marketing initiatives

- Increase organic search visibility on major search engines
- Drive qualified traffic via pay-per-click campaigns
- Better understand the metrics (success and failure) and improve efficiency of pay-per-click campaigns

Nighthawk helps boost the vitality of healthcare provider's online marketing initiatives



Results & Key Performance Indicators



More site traffic – non-branded organic search traffic increased 106% in nine months



More time on site – average organic search traffic visit duration increased 12%



Higher qualified leads – improved CTR and CPC for keywords through dynamic text insertion ads >100%